



Board of Directors Meeting

April 20, 2010

Call to order by Wayne Goforth, Chairman of the Board @ 12:00 PM.

Members present: Atkins E, Atkins T, Mayor Lay, Erickson, Goforth, Buckner, Jones, Mills, Rhyne, Roe, Thompson, Von Schipmann, Williams, Wine, Graham

Members absent: Churchill, Cooper, Hill, Inklebarger, Phillips

Visitors present: Diane Allen, Chantay Collins

Approval of Agenda: Motioned by Kay; 2nd by Sheila. Motion approved.

Wayne welcomed new members: Homes and Land of Tennessee, American First Financial Services, LLC

Approval of March minutes: Larry motioned to accept; Von 2nd. Motion passed.

Treasurer's Report: Judy reported a starting balance of \$4228.94 and an ending balance of \$4586.70. Expenses totaled \$ 3576.13. Of the ending balance, \$ 1510.58 is for the Education Foundation, leaving a general fund balance of \$3076.12. Larry moved to accept the treasurer's report and Sheila 2nd. Motion passed.

President's Report: **Tourism-** Julie reported that the planning for the 150 year anniversary of the Civil War is underway. The FAM tour will be in Union County on Oct 19-24 and the Chamber is partnering with the Historic Society to gather information for this project. The *Blazing a Trail* motorcycle brochure will be available in May. Thank you to Gina Singletary who alerted the Chamber to a reference for the *White Lightning Highway/ Byway* tour in *Southern Living* magazine. The Chamber has been contacted by an individual from South Carolina regarding "Thunder Road." Sponsors and Vendors are wanted for the White Lightning Festival scheduled for June 26 in Cumberland Gap. The calendar event poster for NHTC will be available by May.

Community Assessment with TVA –Julie reported that the TVA conducted an assessment of Union County on Thursday, April 15. The results of the assessment will

be provided sometime in May. **Three Star and annual certification-** Shan Harris will be in Union County to conduct the annual recertification on June 17 at 10AM in the Chamber offices. We still need the annual reports for Education, County, City of Luttrell, City of Maynardville, Health Council and UCPBA. **Retire Tennessee:** Julie reviewed the requirements to become certified as a retire community and Union County is lacking in categories including healthcare and leisure/ cultural activities. **Economic Development Web Site/ TVA Site Survey Project and Site Visit for May 4:** The new web pages for industrial and retail recruitment are now finished and ready to be put in production. For individuals that have commercial properties or commercial land that they would like to have listed, please contact the Chamber. Julie reported that she and Kay Jones attended a meeting featuring Mark Williams, site surveyor. The three highest priorities to attract an industry are 1. Highway accessibility; 2. Labor costs and 3. Construction costs and requirements. The three most important quality of life priorities are 1. Low crime rate; 2. Access to healthcare; and 3. Quality of the public schools. InSite Consulting LLC will be in Union County on May 4 to conduct a site survey and to assess our current response ability to a RFI. **Census-** There have been questions about why homes are receiving another census form, although a return has already been completed. Tennessee was identified as a low response state and therefore duplicate forms were sent. For individuals that have not received any form, Maynardville Public Library has census forms available.

Board Action:

Old Business:

Julie gave an overview of the Community Visioning Survey which was completed on March 31, 2010. There was a discussion of the results, demographic data, and significant findings. The results of the survey will be available on the Chamber web site in May. It was recommended that the survey be submitted to the media. Ron made a motion that the survey be conducted on an annual basis; that a paper format is also made available to encourage more participation; and that participation is promoted in the high school. Von 2nd. Motion passed.

New Business:

Mayor Lay reported that he had applied for a green grant of \$100,000 that could be used to upgrade lighting and HVAC which can result in significant cost savings for the county. Jack Rhyne has also applied for similar funding for the City of Maynardville.

Committee Reports:

Strategic Planning Committee: Wayne reported that the committee had set the following objectives for 2010:

Recruit Retail to fill existing buildings

Apply and secure a business incubator grant that will be focused on entrepreneurial growth.

Move COC office to Historic Bank Building

Continue lead role in "Shop Union County"- COC from county commission *Secure additional funding of*

Hold six (6) networking events for 2010

Advocacy for Community College and Workforce Development- Mentor program for business leaders available to speak in the schools, survey of businesses for workforce skill needs and

Kay motioned to accept the objectives and Sheila 2nd. Motion passed.

Wayne gave an update on the Heritage Festival. There will be two (2) fundraisers for the festival. The first is a rummage sale beginning on April 29- May 1. The location is at 390 Autumn Way. Donation items are needed. The second event will be held on May 29 at Wilson Park. This event will include games for children, food vendors and music. The Heritage Committee is excited to announce that the closing band for the Oct 2 date will be Cody Shuler and Pine Mountain Railroad. Again crafters, vendors and demonstrators are needed for this event.

The VFW Post 212 has asked the Chamber to provide ribbons for the 2nd Annual Free Fishing Tournament. Julie suggested that the funds could be taken from the Education Foundation for the ribbons. Larry suggested that the chamber be listed on the ribbons as well. Larry motioned to approve the purchase of the ribbons and Ron 2nd. Motion passed.

Ron noted that Tennessee has some of the lowest auto insurance rates in the country.

Wayne reviewed the announcements:

Choice Directory now accepting ads for the 2010 book/ close date is April
Rabies Clinic on April 24 beginning at 9A at Sharps Chapel, finish at 3P at Big Ridge

Volunteers are needed for the Great America Cleanups scheduled for 5/22@ 9AM at Big Ridge

Bubba's Brews Opening April 30

UC Historic Preservation Fundraiser- "Music under the Stars" @ Sharps Chapel Park on May 8, 2-8PM

Pete's on the Water Opening Mother's Day Buffet May 9 Reservations required

5K Run to benefit United Way Saturday May 15 at 8AM

UC Music Festival at Wilson Park to benefit the Shriners, May 15, 10A-6P

Walters State Enrollment Open for Fall Semester 2010

2nd Annual Youth Free Fishing Tournament Big Ridge State Park 6/12

Sponsored by the American Legion Post 212

The next meeting is scheduled for Tuesday, May 20 at 12 @ the Chamber offices

Meeting Adjourned at 1:05 PM.