



**Board of Director's Meeting
Wednesday, June 24, 2009
8:00 a.m.**

MISSION STATEMENT: The Plano Chamber of Commerce provides resources to maximize business performance through advocacy, education and networking.

MINUTES

PRESENT: Joe Dwyer, Mary Jo Hoch, Olin Jaye, Tammy McSwain, Kim Moore, Joel Mussat, Michael Rhee, Jamie Schell, Scott Shanes, Camille Ussery, Curtis Wade

ABSENT: Jeff Canose, Chris Darling, Ben Harris, Gray Mayes, Kelly Palmer, Terry Woods, Angie Wallander

GUESTS: Peter Krause

ADVISORY BOARD: Missy Bender, Phil Dyer, Scott Dyer, Cary Israel

STAFF: Lindsey Kleinhans, Sue Rackers, Gina Reno, Brad Shanklin, Adrienne Simmons

CALL TO ORDER

The meeting was called to order at 8:00 a.m. by Jamie Schell

MINUTES

A motion was made by Camille Ussery, seconded by Olin Jaye, and passed to accept the minutes of the May 27, 2009 Board of Directors meeting.

Jamie thanked the Advisory Board members for attending this meeting.

ADVISORY BOARD REPORTS

Missy Bender, representing PISD spoke about the school budget. They have cut the budget by \$17 million, and created a surplus of \$2.5 million. The purpose of the cut was to give them a head start on providing raises for next year. Every staff member was able to receive a 2.5% raise. She reported a sixty-ninth school will be opening this year. It is an Early Childhood school near Plano East S.H.S. Next year a middle school will open that will service the northern part of the city, and in 2011 a new 9-10 High School, McMillan High School will open. Discussions will be heard for new feeder pattern changes for these schools. Something new coming to the district will be having the school district board meetings online in order to reach out to the entire community.

Jamie recognized **Cary Israel** as being the Plano Chamber of Commerce's Special Award of Merit recipient presented to him at the Citizen of the Year event.

Cary reported the College is up 11% in enrollment growth; however they had to turn away approximately 4,000 students applying for scholarships. They again will be freezing tuition. They have recently received a special CAD software package - value of \$1.4 million. He is putting together a grant with the state to provide free training to small businesses. He spoke about the legislative issues that passed that will affect the college. Regarding the building funds, they have added a new library to the McKinney campus. They will be moving the fire fighting and police training from McKinney to Melissa. They will create the first regional fire and law enforcement center adding a conference facility at the Frisco location. They need a new library at the Spring Creek campus very soon. They have a hiring freeze for administrators and staff but not for faculty. They presently have 3,003 employees which makes the college the fifth largest employer in the county.

Phil Dyer spoke about issues with the city. They have been trying to cut back on the budget. The fiscal year begins October 1st and the city will be doing an all day work session on Sat., July 29th. He reported the City Council added \$.02 cents to the tax rate in 2006 for Economic Development, and that addition has been very successful in retaining businesses and adding jobs. It has made a huge impact on the city. We have retained or added 5,200 new jobs as a result of this \$.02 tax rate. There are several projects and negotiations in the works as a result of the economic development increase. He provided a copy of the capital improvement projects occurring throughout the city. He spoke about the seven bonds recently passed at the May 9th election, and mentioned the new city council members who were recently elected. He stated how proud he was of our citizens for passing these bonds and for stepping up and making an investment to the future of our city. He reported on some of the larger employers who have recently moved into our city and the number of jobs they have created by moving here. The one company that has made the most significant impact on our City was CIGNA Healthcare moving into a 200,000 square foot facility, adding 1,000 jobs and providing average salaries of \$70,000. He spoke about how very important it was to have a good working relationship and open dialog between the Chamber, the City and the Plano Economic Development Board and he hopes everyone will work together in the future.

FINANCE

Joe Dwyer gave the Financial Committee report. Our actual income for the month of May was \$80,000. He reviewed the variance report. \$19,000 variance for the month was due to two items – Dues were down \$7,600 and programs were down \$13,000 which is mainly due to timing issues. Our total expenses were down \$24,500 which was mostly due to the administrative costs. For the month we have a \$4,700 improvement over the past month. We should be able to reduce the Legacy Bank Line of Credit.

MEMBERSHIP

Camille reported we have 22 new members, 30 cancellations, and 49 renewals. She passed around the call sheet strips to the Board members asking them to reach out to our new members and to also attend one of our specific activities or events. She reported one of our new members, Ramona Logan (formerly with Channel 5) will be assisting us with the Plano First initiative. She suggested to the Board members to think of other Chamber members whereby we can utilize their skills or experience (similar to Ramona's) in engaging them to provide their services.

ADVOCACY

Public Policy

Olin reminded the Board members to attend the Legislative update being held on June 25th at Gleneagles Country Club with Senator Shapiro, Representatives McCall, Madden and Paxton. He reported that overall the legislative session was good, however the majority of items did not get accomplished. The most significant item was that House Bill 770 exempted 501c6 organizations from the ad valorem taxes. In 2010, the Chamber will be affected by this bill and be exempt from paying roughly \$12,500 in ad valorem taxes.

Plano First – Brad reported that August 1st is our target date to get our message out to the public regarding the Plano First initiative. He showed the draft version of the information that would sit on countertops at businesses/retail stores, etc. The purpose of the program will encourage people to shop, play and eat in Plano first. He explained the concept of the program and as to why someone should spend their money in Plano. Clear Channel has agreed to donate billboards to us located throughout the City. Brad and Camille spoke with Jo Via, Balloon Festival, asking them if we can have a booth at the Festival in order to promote this program. The Plano First committee will be going back to The Shops at Willow Bend and The Shops at Legacy to secure the second half of their commitment to this project. In August the committee will go back to the City council meeting to discuss this program and possibly see if they have some funding to help out with this effort.

EDUCATION

Leadership Plano – **Scott Dyer** distributed and discussed the LP 2009-10 budget. Tuition to the LP Program is \$850 for Chamber members and \$950 non-Chamber members. The selection committee is meeting to select the Class 27 for 2009-10. Lisa Sams has been named the Executive Director of Leadership Plano.

YPP – Brad reported the May program was held at aLoft Hotel with 39 in attendance. There was no program in June.

SIB – Brad reported the June topic for the Success in Business was “How to Keep Your Employees Well, in a Sick Economy,” with speaker Todd Whitthorne. A special edition will be presented by Victor Cheng speaking on “Building the Recession-Proof Business” on July 13th and on July 22nd Dr. Ken McGill will speak about “Effective Small Business Leadership in a Defective Economy.”

Women’s Division – **Kim Moore** reported that the May luncheon had 101 in attendance with Andrew Szabo, The Marketing Chef speaking about “Three Ways to Maximize the Return of Your Marketing Investment.” The June luncheon will be “Nothing But Networking”, and the July event will feature a Wellness Panel of speakers.

NETWORKING

Mary Jo Hoch reported that the Citizen of the Year event was very successful and that 338 people attended. The Golf Tournament was also a success with 110 golfers participating. The budget figures will be available next month. Business Interchange is maintaining average attendance of 90-100 people each week. The weekly sponsorships are booked until September. The Business After Hours sponsorships are secured for the remainder of the year. The May Business After Hours event was very successful at Guaranty Bank with 85 in attendance.

The Loft at West Plano - June 24
Credit Union of Texas – July 23
The Legacy @ Willow Bend – August 27
Texas Back Institute – September 17 – (Power Networking) at the Chamber
Presbyterian Hospital – October 22
Evelyn’s Professional Janitorial – Nov. 19th at The Heard Museum

The Best of Plano event will be held in the fall in the evening. We have five sponsors secured as of this date. The logo for the event is ready and the keynote speaker is Governor Rick Perry. Marketing for this event will start very soon.

NEW BUSINESS

Jamie explained that the Finance Committee has been discussing having the Treasurer of the Leadership Plano program as a permanent standing position on the Chamber’s Finance Committee. He brought the motion forward, Mary Jo Hoch seconded, and it was approved for the Treasurer of LP to be a permanent standing member of the Chamber’s Finance Committee.

UNFINISHED BUSINESS

Joe Dwyer presented and discussed the 2009-10 draft budget. Olin moved the budget be approved and Mary Jo seconded, with all approving the budget as submitted.

The meeting adjourned at 9:20 a.m.

Recorded by:

Submitted by:

Sue Rackers

Brad Shanklin