Dell Rapid Chamber of Commerce Meeting Minutes
November 11, 2025, 6:30 p.m.

Attendance: Board Members: President Nate Obryan, Vice President Lacie Packard, Secretary Rebecca Fritz, and Theresa Durfee.
Members at Large:
Mayor Marsha Symens

I. Approval of the Agenda
    A. Theresa made a motion to approve the agenda as written; Lacie seconded.
II. Approval of October Minutes
    A. Nate pointed out two clerical errors.
    B. Lacie made a motion to approve the agenda with the corrections; Theresa seconded.
III. Guests to be Heard
    A. Mayor Symens took the floor to update the chamber on a few updates from City Hall. The new finance officer has been hired. OOPs chilli feed went well. Working with OOPs group on other fundraisers. The group may request marketing assistance from the Chamber.
IV. Treasurer's Report
    A. Expenses $251.92
    B. Income $631.00
    C. Theresa made a motion to approve the treasurer's report; seconded by Rebecca
    D. Additional Discussion
        1. QuickBooks and Accounting Audit
        2. Lacie made a motion to implement QuickBooks for the Chamber bookkeeping; seconded by Theresa
        3. Lacie made a motion to contract with Kuper Complete Accounting to set up QuickBooks; seconded by Rebecca
V. Operations Report
    A. 2026 Membership Guide Review
    B. Billboard Update
    C. Prospective Membership List
    D. Theresa shared the November marketing schedule.
        1. Christmas at the Dells and Chamber Bucks
    E. Sponsorship Signage for Christmas at the Dells will be ordered
VI. Old Business
    A. Chamber Bucks
        1. Soft Roll Out - Downtown Trick or Treat Prizes
        2. Hard Roll Out - Shop Small Saturday
            a) Discussion launching sooner and training Heather at City Hall on how to load the cards, as well as preloading increments to sell at local businesses or host a Pop-up Shop.
        3. Chamber Bucks must also be added to the Financial/Treasurer's Report.
VII. Old Business
    A. Event Champion Discussion: Which Key Events Should the Chamber Keep?
        1. Approved Events

a) Pizza Battle - January
b) Annual Banquet - March
c) Quarry Days - June
d) Dessert Battle - July
e) Muu Muus and Mixed Drinks - August
f) Downtown Trick-or-Treat - October (Friday before Halloween).
g) Christmas in the Dells - December

2. Removed Events
    a) Easter Egg Hunt
        (1) This event costs over $1,000.00 annually with no return on investment.
3. Event Coordinators for each event will be discussed at the December meeting.

B. Evergreen on 4th Street
1. Discussion on decorations for the area in front of the tree and adding more lights to the tree.
2. Lacie made a motion to approve a $200.00 budget to purchase additional lights for the tree; seconded by Theresa.

VIII. New Business
A. Strategic Planning Updates
1. Nate is working through the plan to prioritize activities.
B. Admin assistant start date
1. Shelbie will hit the ground running and begin meeting weekly with Nate on November 18. Her responsibilities and priorities were discussed.

IX. Rebecca made a motion to adjourn the meeting; seconded by Theresa