

Monticello-Jasper County Chamber of Commerce  
Monticello-Government Complex – City Council Room  
**PRESIDENT'S UPDATE AUGUST 11 to SEPTEMBER 14, 2017**

**STATS**

**Facebook:** 3,488 Friends -- Georgia Monticello  
1,571 Likes ---- Monticello-Jasper County Chamber of Commerce  
2,220 Likes ---- Deer Festival of Jasper County Georgia  
859 Likes ---- Monticello Market on the Square  
399 Likes ---- Explore Jasper County – Tourism and Events

**Constant Contact Emails**

**Tourism Emails**

**August News** – 442 sent/165 opened – 37% read

**Market Emails**

**August News** – 77 sent/23 opened - 30% read

**Chamber Emails**

**Job Fair** – 462 sent/198 opened - 43% read

**August News** – 440 Sent/198 opened - 45% read

**Website:** [www.jaspercountycoc.com](http://www.jaspercountycoc.com)

Visitors in last 30 days = 5,632 (this is how many people actually viewed our website)

Visits in last 30 days = 32,340 (this is how many times we showed up in search engine)

Top 6 visited pages: Chamber News, History of Jasper County, Monthly Newsletter, Deer Festival, Education, Industry

**HOURS:**

**Pam:** Chamber: 160 Hours - DDA: 80 Hours – Market: 10 hours

Overtime 14.0 (Overtime hours for 2017... not paid for = 69.5)

**Katie:** Visitors' Center 173 Hours – Market 10.5 Hours

## BUSINESS

- a. Membership \$17,912.00 (total on database – includes Cornerstone)  
169 entries (includes Cornerstone)

**Action item: It is time to update the membership paperwork for 2018.**

- b. Event Ordinance

- I. The ordinance process will begin. It will go before the County Commissioners during their September meeting. I did attend several zoning hearings and Board meeting to show support of land rezoning on the lake. This will bring more people to the lake area and our county. (i/e sales tax and home/land tax increase)

- c. Policy

- I. No report

- d. Downtown Development

- I. Downtown Development Authority

- I. The DDA has met twice. Their meeting this week was postponed.

- II. New Business: Rusted Roots – opening 9/25...Bees & Fleas – now open

- II. Main Street

- e. Leadership/Workforce/Education/Community Development

- I. Job Fair Update

- I. Over 100 attended this event. It was very well received in the community. This needs to be an annual event

- II. First Friday Breakfast Update

- I. We had a record number in attendance....56..! Paul Chambers with AT&T was the guest speaker. He spoke about the broadband updates in the county.

- III. Leadership Jasper Update

- I. The leadership class graduated at the September First Friday Breakfast. They were given a certificate and a key ring (Leadership Begins With Me). This class was a huge success and received good reviews from the class attendees. It is my recommendation to repeat the class in 2018.

**Action Item: Still need to receive \$500.00 from Rachel Torrance from the Leadership fund account at Bank of Monticello.**

- IV. Tourism

- I. Hurricane Irma: The Visitors' Center was very busy on Thursday with Irma evacuees coming through town. On Friday, town was gridlocked. We had a few visitors. On Saturday, Katie was swamped. She stayed the entire day serving over 100 visitors. (helped find room reservations, provided restroom breaks, handed out peanuts, fried pies donated by Howard farm, water, etc)

- V. SPLOST – VOTE NOVEMBER/2017

- I. **Action item: The County asked that the Chamber of Commerce organize and lead the promotion/marketing of the 2017 SPLOST. A local committee needs to be organized to do the work and to raise some funding. Possibly a Board Member chair this event. This is not a line-item in our budget. Need to establish a budget from membership funds (cannot come from Hotel/Motel Tax or County Supplement) The 2017 SPLOST is a continuation of the sales tax (penny) collected on all sales in the county. It will be spent specifically on Sheriff Office, Recreation Department, and Paving of Jasper County Roads.**

## II. EVENT UPDATES

- a. Market on the Square – Market is winding down for the year – vegetables are slowing down for the year. We have an average of 12 vendors each week. Activity in the Visitors' Center is great. **We possibly need to consider opening ½ a day on Saturday...suggested time: 9-2. Who would manage it? Board Members?**
- b. Deer Festival 8am-5pm - - November 4, 2017
  - I. **Exhibitors:** 62 entries received \$4,499.00 received in exhibitors
  - II. **Food:** Category Full/Closed We have tried to focus more on community organization food booths.
  - III. **Entertainment:** Katie has started contacting former entertainment and seeking new entertainment. Bubba Pope will Emcee for us again this year and with that comes his sound system. He will also manage the entertainment area for us and help Katie schedule the times. 2 o'clock is the program time.
  - IV. **Parade:** 3 o'clock is the parade time. The parade request has been submitted to DOT. The Shriners have been contacted. Letter to Methodist Church and Baptist church has been sent.
  - V. **Pageant:** Pageant has been reorganized. There will be no pageant this year. The Queen will be selected by: 1. Essay. 2. Social 3. Interview. Forms are ready – I asked Amy Scroggs, Mandi Tanner, Carol Ann McMichael and Mary Tumlin to critique forms. They will be sent to the schools asap. I have obtained two judges to date. Date: October 22, 2017
  - VI. **Deer Dash:** \$100.00 received with 4 entries to date  
We have secured all of the sponsors for the Deer Dash. We will order t-shirts soon. We will also be ordering trophies soon.  
**Venison Cook-Off** – Redesigned the Venison cook-off rules/registration form. Monticello Drug is one of the Venison cook-off sponsors. **Action Item: Still need to contact David Leach to use his parking lot.**

## III. PRESIDENT'S COMMENTS

- a. Chamber of Commerce Executive Director Annual Conference at Jekyll: This was a great experience as usual. The classes were very informative and the networking with Chamber peers the same size of our Chamber was invaluable!
- b. Vacation: September 25-29 This is one of my two weeks – tentatively plan to take second week during last week of December –or- during Thanksgiving week.

Next meeting date: Thursday, October 12, 2017