

**Ambassador Committee
Bixby's Cafe
June 10th 2009**

Present: Jane O'Leary, Dianna Mattfield, Andy Mundt, Shane Skelly, June Johnson, Ann Killian, Diane Skelly, Bobbie McInerney

Chamber Staff: Kerry Larsen

Call to Order: Chairperson Diane Skelly called the meeting to order at 8:00 AM.

Approval of May 2009 Minutes Dianna Mattfield moved to approve the May 2009 minutes; Shane Skelly seconded; Motion carried.

ACTION: NO further action is needed.

Sub-committee updates:

- **Greetings:** Jane O'Leary updated the committee on completed greetings, which consisted of the May 27th Breakfast Connection at Custom Medical Equipment , June 1st 2009 luncheon and the Community Branding Forum that was also on May 27th at the Sawmill Inn. Upcoming greetings are June 19th at the Walleye Classic Rules dinner and June 24th Rapid Fuel Breakfast Connection. The committee talked briefly about the Golf Outing on July 23rd. Kerry will send an email asking for volunteers for this day.
- **Ribbon cuttings:** Several ribbon cuttings are scheduled. These are KGPZ Radio, Taskmasters Handyman Service, CHS Handyman Service, Service Master, Wheelchairs Plus, MN Direct and Verizon at their new locations.
- **Breakfast Connection:** N/A

ACTION: The sub-committee chairs will continue to schedule greetings and ribbon cuttings as needed.

New Members:

N/A

ACTION: No further action is needed.

White Ivy Design – Marketing/Advertising:

Troy from White Ivy Design visited with the committee and discussed marketing and Advertising. Troy gave each committee member a handout that had information regarding what is your Target Group? What is your product/service/thing? What makes you the best? Are you selling a service/product/thing of quality? Who is competition? How/Where are you currently advertising? What is your budget? Troy also gave each committee member a "Why advertise checklist?" with a brochure that explains what services White Ivy Design has to offer.

ACTION: No further action is needed.

Next Meeting: The next meeting will be August 12th 2009, at Bixby's at 8:00 AM.

Meeting adjourned at 9:00 AM.