

ST CLOUD CHAMBER OF COMMERCE

Executive Board Meeting Minutes

April 9, 2025

St. Cloud Chamber of Commerce

Executive Committee Meeting – Call to order 8:05 AM – Joe Reilly, Chamber Board Chair

Pledge of Allegiance and Prayer

Attended by:

Joe Reilly, Chair – OUC – The Reliable One
Lisa Bertossa - Vice-Chair - Keystone Residential
Brian Wetzel – First Vice-Chair – Orlando Health
She-Lia Henry, Treasurer – Account on Us
Melissa Vallejo, Secretary– Experience Kissimmee
LaVell Monger, Past Chairman– RTW Photography
Dana Wells – Chair, Economic Development – St. Cloud Levee Liquor & Gas
Bridget Jackson – Chair, Membership – Key Life Fitness
Dirk Webb – St. Cloud Greater Osceola Chamber of Commerce (On the Phone)
Heather Kitner – St. Cloud Greater Osceola Chamber of Commerce

Absent:

****Previous Minutes March 2025 Meeting Minutes – M/S/P (Vallejo & Bertossa) (Attachment A)**

Financial Report (Finance Committee) – She-Lia Henry – March 2025 Financials Reviewed (Attachment B)

Chair Report – Joe Reilly

- City of St Cloud membership issue – Contract is from 2019 and rolled over yearly starting Nov 1st each year. 30 day out clause. They terminated their membership. The new council members were under the impression it was supposed to be a tiered decrease each year and not a just complete cancel. Dirk and Joe have a meeting with the City Manager a week from Friday. Workshop to discuss all non-profits that mayor had wanted done isn't set up yet.
- City's membership goes through end of October.
- Grant's program is up and running and Hispanic Chamber awarded money
- City Survey – Due April 11th Non-profits
- Recording from Workshop on March 27th was requested and we have a copy
- Questions we need to ask – What is your budget? What continuing membership (partnership) would look like? Don't let it get personal. What does the relationship look like going forward?
- The board might have more insight and it needs to be discussed.
- She-Lia meeting with Council Member Jennifer Paul before board meeting to give her a heads up.
- Maybe \$25,000 Trustee partnership and then grant for Christmas Parade

Economic Development – Dana Wells

- This is Dana's last month and she will be stepping down from the Eco Dev Committee and the Board
- Recommendation to board for a chair to the committee

President's Report (Attachment C) – Dirk Webb

- Golf Committee – Raffle Item – Rifle (gun)
- Gun Trainer – wants a membership – want's to offer free gun safety training

Incoming Chair Report – Lisa Bertossa

- Board Recruitment packet sent out and May 7th is the deadline
- Annual Banquet committee meets Tuesday

Business Training Committee – Lisa Bertossa

- April 11th meeting about Toolkit series

Membership – Bridget Jackson

- Revamped old tiers
- Next meeting looking at services we currently offer and finalize so focus groups get up and running in May

Marketing

- Logo was revealed on April 8th to School Board and they were impressed

Old Business

- None

New Business

- New website is in under construction
- Directory is being printed and will arrive shortly

****Entertain to Adjourn Meeting 8:56 AM M/S/P (Wells & Reilly)**

Next meeting – May 14, 2024

Minutes Submitted by:  Print Name: Heather Kitner

Approved by: 
Melissa Vallejo, Secretary