



Meeting Agenda
Thursday, February 3, 2011
Hometown Market

The meeting was held in Benkelman, NE. Members present: Ben Blecha, Melissa Jacobitz, Meghann Pursley, Monica Mercer, Rob Janousek, Arlene Stute, Rita Jones, Martha Burgess, and Bob Prangley.

1. The meeting was called to order at 12:00 pm by President Ben Blecha.
2. The minutes from the January 5, 2011 meeting were reviewed. Motion by Arlene for approval of the minutes. Second by Monica. Motion carried unanimously of the members present.
1. Acting Treasurer Meghann Pursley reviewed the Treasurer's report for period ending 1-31-11. Total credits on the account were \$110.00. Total debits on the account were \$97.06, leaving a January month-end total of \$10,121.37. Motion by Arlene to accept the Treasurer's report as presented. Second by Monica. Motion carried unanimously of the members present.
2. Hometown Market
Rob spoke for Hometown Market. He discussed how he has implemented a scanner from Affiliate which has helped with inventory, price changes, sales and ordering as well as maintaining accuracy throughout the store. It also helps to connect the entire store from the back shelf to the checkout stand. This technology has allowed him to save money and therefore pass the savings onto his customers. He also discussed how Hometown Market provides superior customer service when compared to WalMart. At Hometown you will have personal service by knowing the clerks on a first name basis, having your grocery bags carried to and put into your car, and if there is ever a problem with a product the customer will not have to jump through hoops because it will just be taken care of immediately. He also mentioned that if the store does not have a product a customer wants he will take requests and do his best to get that to the customer; however sometimes there isn't enough space or money to carry it. By shopping locally at Hometown Market it helps to keep the revenue in Benkelman which benefits everyone. The prices on most items are very competitive but with being a small chain Hometown does not receive the benefits from suppliers that Walmart does therefore some items are higher in price. Rob has also implemented an 'extra savings' shelf tab for items which also helps him pass his savings onto his customers. A store points card has also helped with foot traffic as well as having a 'savings' section on the receipt so the customer will know how much money they saved on their shopping trip.
6. Old Business:
 - a. Action Group Reports
 - i. Web-Site Communications
No report

- ii. Chamber Phone Communications
It was mentioned that anyone may take the responsibility of the Chamber phone however Bob will continue to maintain it for another year. Bob Prangley gave the following report:
 1. Message from a resident of another state asking for a comprehensive information packet to be sent. In the absence of a completed packet, I have recommended the official website.
 2. Message from a NE bank asking for an address for Bill Reade in order to deliver a 1099 form. Bob will forward Bill's phone number.
 3. There were three solicitation calls.
- iii. Retail
Monica will continue to research the 'thank you for shopping locally' signs for next meeting and is going to request product samples to insure we are investing in something that will sustain our varying weather.
- iv. Jobs
Ben spoke of the Readers Digest online challenge that Dundy County has been participating in. He has used Facebook to help recruit voters to 'cheer' for Dundy County. The town with the most cheers will receive a monetary reward. As of today Dundy County is ranked 32nd. He also mentioned how the kids in town and at the high school are very interested in helping their town with projects.

7 New Business

- a. Fitness Center
Melissa is still researching the accommodations and activities that surrounding towns provide and will report more at the next meeting. Rita Jones did mention that there is currently no community shelter so there may be potential in creating a place that is a shelter and also an activities center. She told Melissa to contact Elaine Fraiser.
- b. Election of Officers
Elections went as follows:
Martha Burgess as President. Motion by Bob. Second by Monica. Motion carried unanimously of the members present
Melissa Jacobitz as Vice President. Motion by Rita. Second by Martha. Motion carried unanimously of the members present
Monica Mercer as Secretary. Motion by Arlene. Second by Bob. Motion carried unanimously of the members present
Meghann Pursley as Treasurer. Motion by Martha. Second by Rita. Motion carried unanimously of the members present
- c. Fall Festival
Tabled until next meeting
- d. Pre-Fair BBQ
For the time being a location needs to be set. Ben mentioned a few possible locations to Martha. Tabled until next meeting.

8 Next Meeting: Regular Meeting –TBD

Adjournment at 1:00 pm

/s/ Melissa Jacobitz, Secretary DCCCD