

November 10, 2011

8am at Country Inn and Suites (formerly Howard Johnson)

Present: Elizabeth Sciavone, Donna Shipman, Mike Otis, Dion Wade, M.J. Kevlin, Deb Taylor, Ken Meifert, Will Green, Andrew Marietta, Margaret Savoie

Absent: Simon Thorpe, Jason Tabor, Todd Kenyon, Frank Panzarella

Review/Approval of Oct 13, 2011 Board Minutes

Motion to approve- Ken Meifert; second- Will Green; approved by board

Committee Reports and Discussion/Action Items

- Finance-Donna Shipman
 - Year end-deficit of \$12,000 at year end
 - Caused by confusion over Health Insurance Program
 - 2012 Budget- \$33,000 deficit moving forward
 - Looking at additional sources of revenue (potential ad-hoc committee)
 - Most members coming in at lower levels than previous fiscal year
 - 305 members have not renewed yet. This is consistent with the pace of previous fiscal years
 - Personnel cuts may be necessary if revenue isn't found
 - PumpkinFest should be a moneymaker
 - Ken volunteers to head Sponsorship Program Committee with Deb
 - Mike makes motion to approve 2011-2012 budget as presented; Ken seconds; approved by board
 - ED Search request
- Strategic Planning
 - Should look to leverage Dreams Park
 - Needs assessment survey accommodations, attractions
 - Update from October 21st meeting (Gina Reeves)
- Membership-Ken Meifert
 - Deficiency in current membership materials makes it confusing and hard to sell
 - More confusion with renewal packages has members coming in at different levels than they should
 - Looking to create a cleaner and more efficient package
 - Materials will be updated with 2 weeks
 - Calls to members need to be made ASAP
 - Jack Rabbit and Chamber Nation-Becky
 - Almost at the point where website is updated with materials for basic membership
 - Members have brought up issues with Jack Rabbit including the system not updating in real-time and poor service from the customer relations department

- Insurance (Mang Insurance letter and Benefits Specialists of NYS)
 - Andrew will contact Mang to discuss potential poaching of members using our list
 - In discussions with Benefits Specialists of NYS to take over the insurance

- Marketing-Deb Taylor
 - Chamber Nation and website
 - Area Guide
 - This is the current focus and is taking some time

- Board Development- Will Green
 - Currently 1 vacancy
 - Oneonta members could be a possibility for the board
 - Price Chopper is another potential
- Motion to go to executive session to discuss personnel matters: Will makes the motion; Ken seconds; approved by board
- Motion to leave executive session: Will makes the motion; Ken seconds; approved by board
- Motion to adjourn meeting: Mike make the motion; Donna seconds; approved by board