

Board Meeting Minutes

May 13, 2010

Members present: Andy, Will, Donna, Steve, MaryJo, Margaret, Yvette, Ken

Absent: Marc, Becky, Deb, Mike, Scott, Dion

Also present: Susan and Angela

Call to order: 8:10am

Motion to approve the minutes of the last meeting: made by Steve, second by Donna.

So moved.

Committee reports and discussion:

Finance: report provided

Trolley advertising figure removed as a budget item on the report.

Area guide income is down. Expenses are also down. Printing costs should be @ \$26,000.

\$ 6,000 bed tax money has been received from the county and is in the office.

New phone system has been installed. Cost is over \$ 2,500.

Conference and meeting: cost of room for Board meeting is offset by income from the banner ad for Howard Johnson Hotel where the meetings are held.

Revised 990 policy: Whistle Blower Policy. Include a motion to approve the Whistle Blower Policy. Andy made a motion, seconded by Will to include as a Board resolution the following policy: The Board of Directors approves the inclusion of the following statement into the Employee Handbook, and directs the Executive Director to ensure that it is given to and acknowledged by all employees. In addition the Executive Director will ensure that the Whistle Blower protection notification is posted in the workplace(s) as required by state law.

So moved.

Treasurer's report: will be forwarded by Angela after the meeting.

Executive Committee:

Held 2 meetings. Discussion items: phone system, area guide, concert ticket sales, and the Hawkeye Opening game event. It was decided that the Hawkeye event would be postponed until next year due to time constraints; advance planning is needed.

Board picnic/Barbecue is planned for June 13th at Meadowlinks. This is event is for the Board and family mem. Becky will be putting together what needs to be done and who brings what.

Marketing report: Deb and Susan

The visitors guide was completed for distribution on April 16 which is a record. Guide has had good reviews and good reception. Susan stated that it is easier to produce because of templates. Print costs are down on the guide. A main point about the guide: it is a professionally done piece with a process that went well. Andy noted that the committee deserves recognition for a job well done.

The calendar section was removed from the guide because it was too difficult to keep it correct. An added bonus is that people seeking information about the calendar will be driven to consult the web site. Rack cards of events have been included with Sugarland tickets. People are also encouraged to go to Facebook and Twitter.

Otsego Area Tourism guide is out. The strategy is to mail it to people who respond to ads.

Web data: increased visits to site. 3-4 more visitors. Those who visit stay 4x longer.

Calendar is going well. Plans for the future include a Board/member section. Also planned in the menu/dining section will be menus on line. Restaurants are happy with this inclusion. In addition to visitors, this is a great service to residents.

Strategic Planning: report provided:

Committees should each have a co-chair. Lack of feedback from individual committees to the members and the Board. Andy suggested that if a committee is non functional perhaps we should drop the committee. Susan stated that there are many different goals set each year. If each Board member took one goal we would have 15 strong groups working to achieve the goals of the year. The Board member would recruit members for participation on each committee. Discussion on a specific meeting to discuss the committee system. Perhaps a retreat. Clarification is needed as to how the committees work and report. Committee direction needs to come from the office. Committees should provide staff support with the direction and needs identification provided by the Chamber office.

Susan will meet with the committee chairs to get a report on what the committee is doing.

Tourism: Steve reported that he has met with Dan Crowell and Tim Hayes. They have identified a need to do an updated report on tourism economics and the impact on the community.

Tim has agreed to do this report. The report will be used to approach the county legislature to increase funding for the tourism industry. The data is needed to have info for legislative discussions. The tourism data will make budgeting more meaningful.

Membership: report provided

Annual dinner was cancelled for May 21 due to several factors: cost, timing, location. Instead the focus will be on the Annual meeting making that a celebration of business to include annual awards, a chamber overview, introduction of committee chairs and the business meeting. The awards will be member nominated, vetted by the membership committee. 3 finalists will be brought to the board for a vote. The awards are: Outstanding Customer Service, Business Leader of the Year, Volunteer of the Year, and Excellence in Marketing. Members of the Chamber who have maintained membership for 20 years will also be recognized if we can figure out who they are! The date will be the same each year, October 1. Venue to be announced. It was suggested that the awards be sponsored by the insurance companies from whom the Chamber members get insurance. Discussion that several of the insurance companies are not members and we should not have sponsors of awards to members from non-members.

Contact some of our members and see if they would want to sponsor before we ask non members. Also try to recruit the insurance companies to become members.

New members were also approved by the Membership committee: MCV Photography, Turning Stone Championship, Wahl to Wahl Auto, Student Rentals, Massage Therapy by Renata, Summerwind, Dollhouse Hall of Fame, Phillips Home Designs LTD., Dillingham and Company Antiques and Credit Policy Review Consulting.

Board Development:

No official meeting was held. This committee needs a chair. Vacancy left from Jane's resignation. The Board needs to provide names for consideration to be Board members.

The Board can appoint a new member to fill Jane's vacancy; this needs to be done soon. Please email the Executive Committee (Becky or Andy) with suggested names.

The audit committee has received the initial draft of the audit. The committee will review it and bring it back to the Board. A draft statement will be emailed to the Board and then please send email feedback. Send comments after reviewing. Time constraints require that this be done soon. A motion was made by Ken, with a second by Deb that would allow the executive committee to approve the audit draft pending the review of the draft by the Board.

So moved.

Directors' Report: report provided

Golf Discount program: a card would be sold by the Chamber for full value to the Chamber. Other non-profits would receive a 50/50 split if they sold the cards. We have 5 Golf members and 2 have expressed an interest. \$ 20 discount on golf fees as established by participating golf courses. Hope to be up and running 5/30-6/15.

2010 Classic Weekend Parade: sponsor deadline is May 15. \$ 1250 received so far. Phone calls will be made. \$ 500 offered in ad value from WSKG; \$ 250 offered from the Pennysaver. This will trade sponsorship for advertising. Discussion followed on past offers from others. A motion was made by Andy, second by Steve to accept these offers as proposed; the Executive committee is to hold a discussion at a future date with other media businesses to offer them the same opportunity. Motion was passed with Mary Joan Kevlin abstaining from the vote.

Susan met with Fred Dennis to evaluate the roof on the office which has a layer of mold. He advised leaving it alone as long as there are no current issues. Susan also asked that he provide a detailed estimate on the costs on roof replacement so that budget plans can be started for when a new roof is needed.

New Business:

Deb needs 4 houses for the History Detectives that will be here May 20th.

The meeting adjourned at 10:15 am

Next scheduled meeting of the Board: July 8, 2010 / 8:00 am/ Howard Johnson Hotel