

Minutes
Cooperstown Chamber of Commerce
Board of Directors Meeting
April 14th, 2011

Present: A. Marietta, D. Wade, B. Davidson-Nielsen, S. Elliott, D. Taylor, S. Thorpe, W. Green, D. Shipman, M.J. Kevlin, M. Savoie, F. Panzarella, M. Otis

Jason Tabor (prospective board member), Todd Kenyon, guest

Absent: K. Meifert, M. Kingsley, S. Elliott, S. Thorpe, F. Panzarella

Meeting called to order 8:07am

W. Green, motion to appoint Jason Tabor to fill balance of Yvette Dimaggios term (exp. 2014), second A. Marietta, approved

Approval of minutes of Feb. 10th, 2011 meeting. motion to approve; D. Taylor, Second B. Davidson-Nielsen, approved

Finance: D. Shipman, Treasurer

Treasurers Report distributed to board along with a budget summary and 5 yr. comparison of Area guide revenue and expenses. An additional line was added to budget summary to show anticipated yr. end totals. Committee is also putting together a 5 yr. summary of membership dues and events profit/loss. 5 yr trend does not look favorable, membership and total revenue has been declining.

Executive: A. Marietta

Steve Elliott will be resigning, he is moving to Minneapolis. Discussions with NYSHA over candidate to replace Steve.

Scholarship program- Candidate was chosen by committee, Sara Dewey, CCS Senior. W. Green Motion to award Scholarship to Sarah, pending reference check. D. Wade second. Approved, will schedule appropriate time to present award to Sarah.

Web development- report handed out describing preferred system, Chamber Nation. Susan will have power point presentaion for June board meeting.

Classic Fest- HOF approached chamber to seek partner for event, chambers role would be to acquire vendors and entertainment in double day parking lot. J. Katz, village trustee and doubleday committee member added \$25 fee per vendor, S O'Handley to discuss with Jeff as fee is more than we can pay and still be assured of breaking even. If not waved chamber will back out of partnership.

Health Ins. proposal- Mang agency has approached chamber with offer to take over health care program including administrative duties and pay fee to chamber including annual payment towards events. Exec

committee will be looking for other offers before bringing to board. M. Otis to contact Ralph Morse of Kaatironodack Benefit Planning to see if interested

Facilities - Water leak was discovered as result of unusually high water usage. Leak was in public bathroom area. Plans are moving forward to build partition in upstairs office to afford greater privacy. Cost is projected to be \$1500

Magnet Signs- board members are encouraged to check out new magnetic signs which will attach to cars for any trips out of town. available at chamber office. expected to improve fuel economy by 5-10%.

Strategic Planning: D. Taylor, Gina Reeves has agreed to co-chair committee with M. Otis as board member. Committee is looking for direction from board, feeling on board was to use current plan and secure feedback from committees to find out if they are working on identified goals. Next mtg is May 5th.

Membership: S. O'Handley for K. Meifert

New Member list was distributed to board. Motion to accept those approved by membership committee; W. Green, second; D. Taylor, approved

Second group not approved by membership, motion to accept pending approval by membership committee, W. Green, Second D. Taylor, approved.

Seminar Series, Problem with moderator. quality of presentation was not acceptable. Susan to contact Utica School of Commerce to discuss

Membership category restructuring, sub committee working on, waiting on info. from other chambers.

Marketing; D. Taylor

Area Guide- It's done, for one more year. Revenue is expected to be \$20,000 less than budget. due to lower expenses net to chamber to be \$25,000 vs \$35,000 budgeted. Guide will be available on Friday 4/15. Committee looking to changes for next year, smaller? is it still relevant or is web based guide more effective?

Board Development: W. Green

Since W. Green's term is up B. Davidson-Nielsen will be contacting board members whose terms are up to see if they wish to serve another term. Some have served limit of two terms.

Exec Directors report: S. O'Handley

Report distributed to board members. Angela requested help for Easter Sunday program. Need lemonade servers and face painters. Susan called board members attention to list of upcoming events

Motion to adjourn; M. Savoie, Second; A. Marietta, approved by board 9:54am