

**Cooperstown Chamber of Commerce  
Finance Committee  
February 18, 2011**

Committee Members Present: Becky Davidson-Nielsen; Andrew Marietta; Donna Shipman; Chamber Exec, Susan O'Handley; Chamber Staff member, Angela Chadwell; and new committee member, Elizabeth Schiavone.

The first order of business was to welcome Elizabeth to the team. Elizabeth is the CFO at Brookwood School, so she brings a lot of experience to the table.

We discussed the financial statements and Treasurer's Reports presented by Angela Chadwell. Much of our discussion centered around the Area Guide, which is due to go to the printers by month-end. We are down almost \$30,000 in area guide ads, but we're taking a close look at ways to cut costs. Part of that may be in printing and distribution. It's already been decided that we will keep our number of guides the same as last year because we've basically distributed what we printed. This means we need to cut down on the number of pages, etc. We also discussed just how elaborate our guide needs to be. We obviously want something to be proud of, but realistically, is it something people take home and keep?

Elizabeth mentioned that we should have a balance sheet included each month for us to review. This will be included from now on.

Elizabeth had a few questions to present which we covered and answered for her.

It was suggested that we have a 5 year Area Guide comparison to review. Angela will put this together and send out to us.

Donna Shipman,  
Treasurer