

Cooperstown Chamber of Commerce Board Meeting  
Country Inn and Suites  
October 13, 2011  
8am

- Review/Approval of Aug 11, 2011 Board Minutes
  - Minutes Margaret motions, Franks seconds...all in favor
- Attendance: Andy, Margaret, Jason, MJ, Dion, Todd, Will, Ken, Frank, Donna, Elizabeth, Becky
  
- Committee Reports and Discussion/Action Items
  
- Executive Director Transition update
  - Conference Call on Monday 10/10
  - Susan resigned 10/3
  - Operating Challenges
  - Executive Director Search Committee
  - Will, Ken, MJ, Andy
  - Motion-Becky Resigns from the Board
    - Andy makes motion, Will seconds...all approve
  - Motion-Make Becky Interim Executive Director as defined by Finance (amended to include that she remains until new Executive Director is established and transition period is completed)
    - Will makes motion, Frank seconds...all approve
  
- Executive session to discuss personnel matters- Will motions, Franks seconds...all approve
  - Leave session – Will motions, Ken seconds...all approve
- Finance (Donna)
  - Budget redeveloped using new budget sheet
  - Finance needs more time to work out the budget
  - Projections too optimistic
  - Jennifer Moore removed from transition costs
  - Looking for broker to put in place for Health Insurance
  
- Updates on Year end, PumpkinFest and Golf
  - Pumpkin Fest
    - currently at \$4,700 but should be reduced as more expenses are paid
    - Andy mentioned that Simon suggested ad hoc committee to look at additional revenue
    - Leverage pumpkin fest into more income
    - Get PumpkinFest feedback to Becky or attend wrap-up meeting
    - B&V Artworks- “Official” PumpkinFest photographer was not recognized in any sponsorship materials
    - Cross promote with Sharon Springs Harvest Fest
  
  - Golf Tournament
    - 37 Golfers signed up and 6 more included from Boston
    - Made \$4,000 despite rainy conditions

- Strategic Planning
  - How to work with Dreams Park community
  - Forum to network amongst accommodations (Ken suggests that it be carefully structured)
  - Deb has asked Otsego County Treasurer for bed tax receipts
  - Margaret suggests that the form is about accommodations rather than Dreams Park
- Meeting scheduled for October 21st
- Membership
  - Did not meet
  - Would like board to help with calls to renewing members
  - Need talking points to discuss the benefits
- Marketing
  - Did not meet
  - Need new update of committees, meetings, board
- Chamber Nation and website
  - Becky and Angela are working to educate members on Chamber Nation and Membership restructuring
  - Working on new paper membership form
  - Up and running
  - Supportive
  - New website ~70% complete
  - Calendar does not integrate with old calendar
  - ISD contract until March
- Area Guide
  - Becky starting to work on PumpkinFest, Area Guide, Classic Parade, Open House on the Friday before Thanksgiving (November 18)
  - Size and Cost under discussion (Andy suggests that ad size to be considered when looking at the size of the Area Guide)
  - Low on supplies of the 2011 Area Guide
  - Margaret suggests that the economy makes us a key factor moving business forward
- Board Development
  - Committee of 1 (Will)
  - Donna and Dion agree to serve on committee
- Motion-Adjourn Meeting
  - Dion makes motion, Margaret seconds...all approve