

Cooperstown Chamber of Commerce
Finance Committee
January 21, 2011

1. Susan pointed out that Postage Expense is over 75% of the annual budget already. This can be attributed to the extra mailings that we didn't consider at budget time; such as, Hydr fracking, Member Surveys, etc.
2. Another area of some concern is the Area Guide ads. They are coming in much slower than the past and many members are taking smaller ads than in the past. Susan will be looking very closely at the expense side of the Area Guide to see where we can cut. We've also suggested some businesses in the Utica and Oneonta markets that could perhaps be contacted to place an ad. Susan will be contacting a number of them. With what Susan anticipates still coming in, we're about \$70,000 or \$12,000 shy of last year's number.
3. As for membership dues, we are up to about 522 members. We still have almost 80 that haven't paid, but as Angela and Susan both stated, it's the same 80 people that we have every single year. They've made phone calls to them, but will follow up with another. This is, however, the last chance effort.
4. Angela mentioned that under Personnel we will be seeing an increase due to disability premiums increasing just this past month.
5. Under website banner ads, we're \$6,000 over what we had budgeted for income, which is great news.

Due to schedule change for Treasurer, Donna Shipman, the monthly Finance Committee meetings will be held on the third Friday of each month from this point forward. Please update your calendars! Our next meeting will be Friday, February 18, 8am at NBT Bank in the Commons, Hartwick Seminary.

Donna Shipman,
Treasurer