

**COOPERSTOWN CHAMBER OF COMMERCE**  
**Marketing Committee**  
**Minutes, July 5, 2011**

**Attending:** Deb Taylor, Chair; Danielle Newell, Co-Chair; ED Susan O'Handley

**Excused:** Brittany Lesavoy; Todd Kenyon

**2012 Area Guide:**

We discussed the 2012 area guide and possible impacts created by the new membership benefit program, a conversation that included copy and advertising implications, "possibilities" on the table.

Susan noted that Community Link is a company that specializes in chamber publications. She will explore the costs/benefits of passing the publication to that company, while retaining control over ad sales. Possible savings include expenditures on design and creative, as well as staff/committee time. Exploring all options.

**Logo Development:**

Danielle is working with two prospects on this project. We will review potential design options at our August 2 meeting.

**Tag Line Discussion:**

In concert with logo development, the Marketing Committee would like support/direction on a new tag line, "**Your Business, Our Community**" to replace "Business Driven, Community Minded". Committee would like input from Membership and Exec Committee before bringing to Board with recommendation. This change complements the direction that has been established with membership restructure and will also tie into logo development.

**Marketing the New Membership Program:**

Susan noted that the committee can assist in marketing the Chamber Nation program to members/potential members in two ways:

1) Existing/potential members: Printed materials outlining the benefits. Susan explained her concepts and we discussed options;

2) Board/Staff Sales Materials: Creation of succinct talking point materials - one-page "elevator" piece. We note that board members have a unique opportunity to retain and build membership, but need good information to do so.

Susan is setting up at least two dates/three different times of day (early morning; afternoon; evening) to "present" our new information to members, old and new. A date will also be scheduled for internal (staff/board/committee members) presentation for final input and modifications and to assure that all have a clear understanding of the new structure and enhancements to benefits.

**Next meeting: August 2**

Susan M. O'Handley, Executive Director  
Cooperstown Chamber of Commerce  
31 Chestnut Street

Cooperstown, NY 13326  
(607) 547-9983 Ext. 5  
[www.cooperstownchamber.org](http://www.cooperstownchamber.org)