

Indian Lake Chamber of Commerce
Board of Directors Meeting
August 10, 2011

Present: Nancy Harding, Becky McGill, Jim Meek, Christine Pouch, Aaron Gadway, Brenda Valentine, Ingrid Jacobsen, Kristina Eldridge.

The meeting was called to order at 8:05 am. The agenda was accepted as printed.

Minutes: A motion to accept the July 13 minutes as printed was made by Christine with a second by Brenda. Motion passed.

Treasurer's report: The monthly financial reports were sent by email for review before the meeting. Brenda reported Hamilton County will be matching \$2000 dollars for the Moose Festival advertising, but it has not been received nor reflected in the reports to date. A motion to accept the treasurer's report was made by Becky with a second by Brenda. Motion passed.

Officers and Staff Reports

Presidents Report: Nancy reported the chamber is now a member of the New York State Travel and Vacation Association (NYSTVA). That permits the chamber to distribute literature at the NY State Fair. Volunteers are needed to work at the fair handing out literature and with limited time to plan this event; the chamber is unable to schedule it this year. The planning process for 2012 will look at this event and determine type of literature (minimum of 1500 pieces would be needed) and staffing requirements.

The chamber subscribed to the Gore Mountain web site for \$50 dollars with a link to the chamber website in 2010-2011. Christine will investigate the best package for the chamber and an email vote will be taken to determine future participation.

Addendum from August 16, 2011: An email motion to purchase a website ad on the Gore Mountain website with a link to the chamber's website (2011-2012 season) for \$50 dollars was made by Christine with a second by Becky. Motion passed. Christine wrote up a new listing and sent it along with payment.

Nancy reported the North Country Regional Development Council, which includes Hamilton County, was approved by the Governor and the President of the North Country Chamber, Garry Douglas was named as co-chair along with Tony Collins, President of Clarkson University.

The nominating committee must present all director candidates to the board at the September board meeting. Becky and Ingrid's terms are up and Jim announced he is resigning, because he will be spending the winters in California.

Nancy will be sending revised bylaws to all board members for comment with an approved set of bylaws scheduled for the September board meeting. They must be voted on by all members at the Annual Fall Membership Meeting.

Vice President's report:

Christine is submitting sub-categories of accommodations to the web designer and expects to have that finished within the month. In the future, the chamber will make quarterly revisions to the chamber website as needed.

Administrative Assistant/Tourism Report. Kristina submitted her reports by email with no further questions or comments.

Community Activities

Adirondack Mountains Antique Show. Aaron reported there are no vendors signed up for the main show. Many tailgaters are interested and are planning on attending the weekend festivities. Plans are to pass out AMAS postcards during the antique show at the Adirondack Museum.

Chamber Committees

Membership Committee

Brenda and Kristina. The newly created Membership package, which includes annual membership renewal information will be mailed during the week. In an effort to increase memberships, packages were mailed to non-Chamber businesses in June. Follow-up calls are in progress.

Fundraiser & Events/Public Relations Committee

Great Adirondack Moose Festival: Brenda reported activities from 2010 which have been confirmed are on track for this year. The flyer and poster have been updated and sent to the printer. The program is being updated. New to the festival is a Moose Calling contest and will be the first in the area. Brenda is investigating getting "Forever Locked," an exhibit from New Hampshire displaying two Moose found with antlers interlocked for the festival.

Welcome Center Activities

NYSERDA Report. Aaron followed up on the NYSERDA report by re-checking some of the findings. He believes there should be no storage in the attic as it is flattening the insulation and reducing its effectiveness. Nancy will have it removed and stored elsewhere. Insulation replacement and a better seal around the attic door will assist in less heat loss.

The 4 fluorescent light fixtures need to be changed out to new ones with T-8 lights. Parks and Recreation informed Nancy and Kristina the ballasts cannot be replaced to upgrade the fixtures, because the fixtures are too old. Nancy will ask Tim Pine for a quote on new fixtures.

Propane Furnace Estimate.

Nancy received an estimate from J&R Eldredge in Lake Pleasant for a high efficiency Direct Vent Wall Furnace for \$2032 dollars installed. Aaron reported based on the chamber's high electrical heating costs, it will take 3 years to break even on the expense. A motion to purchase and install the propane furnace for a cost of \$2032 dollars was made by Aaron with a second by Brenda. Motion passed. Nancy will make all the arrangements.

New Business

Christine informed the board the new director at the Adirondack Museum is David Kahn and he will start on September 5. David is originally from San Diego.

Meeting adjourned at 8:40 AM.

The next board of directors meeting will be at September 14, 2011 at 8 AM.

Respectfully Submitted

James Meek, Secretary