

**Indian Lake Chamber of Commerce  
Board of Directors Meeting  
September 14, 2011**

**Present:** Brenda Valentine, Aaron Gadway, Nancy Harding, Ingrid Jacobson, Christine Pouch, and Kristina Eldridge. Guests: Jack Valentine and Bill Murphy.

The meeting was called to order at 8:05 AM. Two speakers were added under New Business and moved to the front of the agenda.

**New Business**

**Jack Valentine** – Democratic candidate for town board spoke to the board regarding his platform of Main Street Revitalization through the grant process, returning a local grocery store to the town and promoting jobs/economic development.

**Bill Murphy** – Presented an overview of plans to purchase the building on the corner of Rt. 28/30 for future use as business offices and apartment. One scenario for the building would offer the chamber as manager, move the visitor welcome center office to this building and rent out the unused space.

**Minutes:** A motion to accept the September 14 minutes as printed was made by Christine with a second by Brenda. Motion passed.

**Treasurer's Report.** The monthly financial report was reviewed. A motion to accept treasurer's report was made by Brenda with a second by Christine. Motion passed.

**Officers and Staff Reports**

**President's Report:** Nancy shared information regarding a social media class being sponsored by the Gore Mountain Region Chamber of Commerce. An email blast will be sent to all members announcing the class. The chamber received a request for an ad in the ILCS 2012 yearbook in the amount of \$50. Christine will create an ad and send a proof to the board for approval.

The chamber received an invitation to WWARC Fall Gala on October 29. Tickets are \$150 and anyone interested should contact Nancy.

**Vice President's Report:** Christine shared current website statistics and found July and August had the most traffic. Canada and China were two of the countries visiting the website the most. Work in October is as follows;

1. Calendar by month sorter
2. Portable device control for Smart phones
3. Economic Development and Employment page addition including Jim's Page – a listing of items for sale and Employment and Business opportunities
4. Another suggestion is to sell premium ads on the main page.

Grateful Design is expecting to be finished by October 21. The chamber has an outstanding balance of \$1000 for the website work.

**Administrative Assistant/Tourism Report.** Kristina submitted her reports by email. The chamber office was closed on Sunday and Monday of Columbus Day weekend and it was noted many people came in for information. Next year the visitor welcome center should be open on these days if weather dictates more tourism will be expected.

**Community Activities**

**Adirondack Mountains Antique Show (AMAS) Report.** Aaron and Brenda. Brenda summarized the 19 returned visitor/vendor surveys into a report. Concerns regarding advertising and marketing issues were of concern to the survey participants. Over 60 tailgaters participated in the Show. Christine suggested the chamber sponsor an activity similar to an antique road show as added value to the show.

**Community Planning/Jobs Initiative** – Brenda and Aaron. The purpose of the committee is to bring the library, chamber and school boards together as "one voice." Topics discussed during the meeting included: website links between the chamber, school and library, research an "on call" local grant writer, including

employment opportunities on the chamber website, promotion of the 10/19 Regional Economic Development Council meeting and the creation of job opportunity database. It was brought to the group's attention, that not having a grocery store in town is impacting home sales and rentals. In addition, campers are scheduling vacations near towns where grocery stores are located.

### **Chamber Committee Reports**

**Membership Committee:** Brenda and Kristina.

**Annual Membership Drive.** Brenda. To date there are 92 chamber members. Delinquent members will receive letters during the month.

**Annual Fall Membership Dinner Meeting.** Nancy. The dinner is tonight with 36 people attending.

**Fundraiser & Events/Public Relations Committee:** Brenda.

**Great Adirondack Moose Festival.** Brenda.

The Chamber witnessed another very successful annual Moose Festival. The success is due to the dedicated Steering Committee members and other volunteers who worked throughout the year to plan and execute the event. In addition, there was a dramatic increase in this year's marketing and advertising activities. Thank you notes will be sent to Festival volunteers and a "thank you" letter will be sent to local newspaper editors. The Festival's newest events, the Moose Calling Contest hosted 150 people and the ADK Logging activity sold over 100 meals. In addition, a record number of people attended the DEC-Moose is on the Loose lecture. Both activities were held at the Indian Lake Theater. Festival survey results are being tabulated and follow-up Steering Committee meeting is scheduled.

**Country Christmas Tour – Holiday Lighting and Decorating Contest.** Brenda. As part of the County Christmas Tour's 2011 reorganizational plans, the Chamber has volunteered to adopt the annual Holiday Lighting and Decorating Contest. The contest was created in 2006 to enhance community pride and holiday spirit among Indian Lake residents, businesses and community organizations. The Chamber Board will make a concerted effort to encourage all Main Street businesses to "help light up the Town" during the upcoming holiday season.

**Town of Indian Lake-WinterFest Craft Show February 17-19, 2012.** Brenda. The Chamber is making plans to host the 2012 WinterFest Craft show. The Town Meal site is not available as the facility will serve meals on the Friday of the event. A request will be made to the school to use the cafeteria and hallway leading to the cafeteria to host the event.

### **Welcome Center Activities**

**Welcome Center Facelift Project:** Most of the painting was accomplished by Christine over Columbus Day Weekend. While the colors appeared to complement one another on paper, in reality they did not. The town board received complaints regarding the colors and it was decided to look into finding a more appropriate color for the window and door trim. Nancy will consult with Lauren Arsenault, the school's art teacher. The intended purpose of painting the doors, steps and trim was to create a storybook look, something cute and colorful.

### **Unfinished Business**

**NYSICA Decentralization Grant.** Christine. The grant to produce "Give a Moose a Muffin" play is due on October 14.

The meeting was adjourned at 9:40 AM with the next board meeting scheduled for Wednesday, November 9 at 8 AM.

Respectfully submitted

Kristina Eldridge, Administrative Assistant