

Indian Lake Chamber of Commerce  
Board of Directors Meeting  
November 9, 2011

Present: Aaron Gadway, Becky McGill, Brenda Valentine, Nancy Harding, Jim Meek, Kate Moore, Mark Sherwin, Christine Pouch and Kristina Eldridge.

Meeting was called to order at 8:03 AM.

One addition to the agenda was membership status under Membership Committee Report.

Minutes - Aaron moved to approve the minutes from October 12 as written with a second by Brenda. Motion passed.

Financial Report – A question regarding the collection of membership dues on anniversary dates was discussed. Current members are billed August 1<sup>st</sup> and new members are billed on the date they join the chamber. It was noted Facebook ads get more coverage than other forms of advertisement for the price. This will be reviewed in the future. One duplicate entry was on the financial reports and a motion to accept the financial report as corrected was made by Becky with a second by Brenda. Motion passed.

### **Officers and Staff Reports**

#### **President – Nancy.**

1. Meeting times. New board member George works at ILCS and cannot attend 8 AM meetings. It was suggested to alternate meeting times in the morning and in the evening. A definite day was not chosen, but a meeting time of 5:30 PM was agreed to. Nancy will put together a schedule for 2012 and email to all board members for approval.
2. Business publications coming to the office such as from the North Country Chamber literature are available to be used by members. See Kristina to borrow any of the publications.
3. A letter of complaint regarding Kristina's vacation and sick days interfering with ambulance dispatching on recent occasions was received. A letter was drafted in response explaining Kristina's status as a Town employee for dispatching and subject to the Town's holiday and vacation schedule. The letter was circulated and approved to be sent to the complainant with a copy forwarded to the captain of ILVAC and to the town supervisor.

#### **Vice President – Christine.**

One more page will be added to the chamber website, Relocation/Job Opportunity, which requires construction and development. This page will also host a listing of items for sale in the community, with the ads generating revenue for the chamber. Final invoice for the construction of the website has been received.

#### **Secretary/Treasurer – Jim**

Jim reminded the Board he will be retiring from the board and a Recording Secretary and a Treasurer needs to be elected in January 2012.

### **Community Activities**

#### **Rafting Advertisement – Mark.**

Mark will contact the Rafting Companies to see what would be the most effective way to promote Indian Lake to their customers such as an information packet or signage at the town put in on the Indian River. Mark will report back to the board at the December meeting.

### **Committee Reports**

#### **Membership Committee Report**

**2012 Membership Status – Brenda.** Currently out of 82 members, the chamber has 3 individual memberships, 4 reciprocal memberships, 9 new members, 5 with multiple listings and 15 had not renewed their memberships to date. A list of non Chamber businesses and contractors will be included in the February 2012 New Membership Drive. There are currently 6 non-for profit Chamber members. Based on current research conducted of area Chamber membership policies,

the Board voted to reduce the annual membership dues of our non-profit members. A motion was made to charge non-profit members 50% of the regular membership dues for 2013 was made by Becky with a second by Christine. Motion passed.

**Additional Board Members – Nancy.** The new By-Laws permit the Board to appoint additional members, bringing the board to a total of 9 directors. The floor was open for suggestions. A suggestion was made for an accommodation person to replace Becky when she retires from the board in January. A motion to appoint Bill Murphy was made by Brenda with a second by Becky. Motion passed.

**Additional Member Insurance – Nancy.** A Broker approached the chamber regarding offering Long Term Care Insurance and Disability Insurance to members as a benefit. Neither North Country Chamber nor any current insurance agency members do not offer this type of insurance. Before finalizing plans to offer this insurance, Nancy will send out an email blast to members to see if there is any interest in this type of insurance. The premiums are in the range of \$1500 dollars per year.

### **Fundraiser & Events/Public Relations Committee Report**

**Country Christmas Tour Lighting Contest – Brenda.** As previously discussed, the Country Christmas Tour is reorganizing to involve additional individuals and community organizations in coordinating activities for the event. Included in the reorganization is the Annual Tree Lighting, which will be coordinated by the Town of Indian Lake. The Chamber has taken on the Lighting Contest. To date, 6 applications have been received. Mark will represent the Chamber at the Tree Lighting to announce the contest winners.

**WinterFest Craft Show – Brenda.** The Chamber will hold a craft show during the Town of Indian Lake Winterfest. The Craft Show will be held February 18 and 19 in the ILCS D Cafeteria and the American Legion Hall. A mailing list has been developed to invite area crafters to participate in the event. Nancy requested a volunteer to chair the Craft Show.

**Fundraiser Priority List – Nancy.** The Chamber needs to take steps to become more financially sound. As a result, Board members were asked to submit a list of suggested programs and activities to reach the goal. Brenda researched other Chambers regarding events and activities that generated the most revenues. Memberships and golf tournaments ranked high on the list of many Chambers. As Bill is an avid golfer, Nancy will ask him to volunteer to chair a 2012 Chamber golf tournament. Mark volunteered to assist.

Currently, 3 popular tourist driven events, Americade, the Black Fly Challenge and the Hamilton County Birding Festival, are held on the same weekend in June. Brenda will meet with the County Tourism Department to ask them to consider changing the Birding Festival date, as they control when the Festival is held. The date change will allow the Chamber opportunities to plan and host events for two separate weekends. Both the Black Fly Challenge and Americade are coordinated by external organizations. In 2012, the Black Fly Challenge will end in Indian Lake. **The Fundraising Committee will meet before year end to streamline and prioritize the list.**

### **Welcome Center Activities**

**Chamber Facelift Project Update – Nancy.** The front area has now been outfitted with upholstered chairs, a lamp and coffee table to create a living room and inviting appearance to visitors. Thanks to Tim Pine for donating a chair. Wi-Fi is now available and the back store room has been refurnished with standing shelves instead of the wall shelving. Painting on the trim is suspended until next spring. The front window and flower box are the only items left for paint. There are still 20 cases of records to go through and consolidate. A work day to decorate the chamber for the Country Christmas Tour and begin going through the files was set for November 21<sup>st</sup>, Monday at 11 AM. Thanks to Ingrid for donating Christmas decorations to the chamber. A second work day will be scheduled later.

**Unfinished Business**

The Chamber needs to provide a tax deduction letter to the Town regarding storage space donated by Phil Monthony, which includes housing the plywood moose and paper records. Nancy will complete by year end.

The meeting was adjourned at 9:15 AM. Next meeting is scheduled for Wednesday, December 14 at 8 AM.

Respectfully submitted

James Meek, Secretary.