

**Indian Lake Chamber of Commerce
Board of Directors Meeting
December 14, 2011 @ 8:00 a.m.**

Present: Bill Murphy, Aaron Gadway, Brenda Valentine, Jim Meek, Kate Moore, Mark Sherwin, Christine Pouch, Vonnie Liddle, Kristina Eldridge

The meeting was called to order at 8:05 am by ILCC Vice President Christine Pouch.

The Agenda was adopted as printed.

Minutes: A motion to approve the November 9th minutes was made by Jim with a second by Kate. Motion approved.

Financial Reports: A motion to approve the financial reports was made by Brenda with a second by Aaron. Motion approved.

Officers and Staff Reports:

Nancy Harding was absent, because she was on vacation. In her absence, Vice President Christine Pouch provided the following updates:

- Reminder: Secretary and Treasurer must be elected at the January meeting. She encouraged people nominate or self select for these positions by January 9, 2012.
- Three board members are retiring at the end of the year – Jim Meek, Becky McGill, and Ingrid Jacobson. Christine thanked Jim in person for his many years of service (since 1998). Ingrid and Becky were not present, but their service was also appreciated and duly noted.
- A request from ANCA was received for financial support. Their fundraising communication piece was circulated with no motions for a donation.
- An option on our website allows for others to email us questions and/or requests for information. Recently a request was received to post information regarding a “call for crafters” for an event outside our service area. Christine asked the group for advice – Kate suggested as long as said event did not conflict with town and chamber events, the board might want to consider posting their information and requesting a reciprocal deal. Christine will investigate further.
- The web stats and validity of offering raffles was not available during the meeting. A follow up email will be sent.
- Christine reported the chamber’s Certificate of Deposit with Community Bank (funds from The North Country Chamber of Commerce) was due to rollover today and will since the rate and term is competitive.

The Administrative Assistant report was approved as presented.

Community Activities:

Vonnie reported about events planned for the town:

- Ice Fishing Derby on January 21, 2012.
- Winter Festival on February 18-19, 2012.
- A snowmobile hill climb race is planned for Feb. 4 and March 3, 2012. Vonnie was hoping Accommodations and Restaurants would consider offering discounts (Hot Deal offers) to attendees and/or racers. The ILCC will send out an email blast to survey participants.
- National Kidney Foundation Fund raiser (snowshoe softball game) event is scheduled for February 25, 2012.
- Black Fly Challenge will end in Indian Lake this year. In previous years, the ILVAC has arranged a benefit BBQ at the conclusion. Vonnie was concerned the ILCC plans for a speculative *Brews, Blues & BBQ* event proposed for the same night, may be a conflict for the town.
- Vonnie expressed concerns regarding missed communications between the ILCC and her office. A January 2012 meeting with the ILCC executive board will be scheduled to improve communications.

Joint Board Event: Bill shared his idea to bring various Boards and Committees throughout the town together, so everyone is familiar with each other’s mission, vision and future plans. The intended social meeting will present an

avenue to get all inclusive information, so organizations have a clearinghouse to check out and/or schedule events without overlap. Dates were discussed but no formal date was proposed. More information to follow.

Antique Show: Aaron reported the Indian Lake Antique Show selected the date of September 12-16, 2012 for the show. The main event will be on the 15th and 16th. This date can be posted on both the town and ILCC's web site. There is a need for new volunteers due to illnesses affecting some of last year's volunteers. Funds have been pledged by the Town and hopefully, Hamilton County.

Committee Reports:

Fundraiser & Events/Public Relations Committee Report:

Golfing Fundraiser: Bill Suggested a date of July 21th for an ILCC Golf Tournament. Vonnie indicated there is a conflict of interest and suggested an alternate date should be considered. Bill proposed moving the golf outing to July 28, 2012, and will check availability at golf course. The ILCC event committee approved nominating this event at the December 6, 2011 meeting. All in attendance adopted the addition of a golf outing as a 2012 fundraiser.

Country Christmas Tour: Brenda reported the CCT lighting contest was well received. Many homes and businesses who did not participate in the contest still decorated their property. The board would like to make the town a Holiday Lighting destination and ensure a sense in community pride. Jeanie Puterko will chair the CCT in 2012.

Winter Wonderland Craft Show: Kate reported over 100 letters were mailed to solicit crafters for this Winter Fest show. The craft show will be located at ILCS.

Rafting Events: Mark reported on meeting with a representative of the local Whitewater Rafters Association to plan to encourage more Indian Lake activities. A new president is being elected and he will meet with them in 2012. There was also discussion about a Paddle Fest event in Indian Lake, but no final plans were made.

Welcome Center Activities:

ILCC Archives: There are still 12 boxes of old ILCC files to go through to determine what should be kept. Some information was unique and will be retained as archival information for the chamber and/or town. Another purging date will be scheduled in January 2012.

Unfinished Business:

Small Business 101: Brenda reported an anonymous donor has made \$3400 available to support the Small Business 101 seminar sponsored by Clarkson University, which will be offered in Indian Lake in 2012. Optimum offering time discussed was Mid-May to Mid-June with four - two hour sessions from 6 to 8 p.m. one night a week was suggested. Each participant will be required to pay \$40 for the course. ILCC will provide refreshments for the students; we do not need to provide accommodations for Clarkson instructors. The classes will be held at ILCS.

PBS Fundraising: PBS (Syracuse area) requested an Auction package from Indian Lake for their upcoming fundraiser, which will also promote the area –with the help of ILCC members two nights at Camp Driftwood, two White Water Rafting tickets, and two meals at Marty's Chili Nights.

The meeting adjourned at 9:05 am.

Next meeting is Tuesday, January 17, 2012 at 5:30 PM.

Respectfully submitted

James Meek, Secretary.