

**Indian Lake Chamber of Commerce
Board of Director's Meeting Minutes
April 17, 2012**

Members Present:

George DeChant, Kate Moore, Aaron Gadway, Nancy Harding, Kristina Eldridge, Christine Pouch, Mark Sherwin, Bill Murphy

Call to Order:

President, Nancy Harding called the meeting to order at 5:30 PM.

Meeting Agenda:

Communications added under New Business.

Approval of minutes from March 20, 2012 Meeting:

A motion to approve the minutes as written was made by Aaron with a second by Christine. Motion passed.

Financial Reports:

First quarter reports from 2011 for comparison with 2012 were sent to all board members. **A motion to accept the financial reports was made by Christine with a second by Kate. Motion passed.**

Officers and Staff Reports

President's Report – Nancy Harding.

- Luncheon meeting with all chamber partners of North Country Chamber scheduled for April 30 at 11:30 AM in Lake Placid, Dancing Bear Restaurant.
- The next Black Fly Challenge meeting is scheduled for April 27, 10 AM at Raquette Lake School. The chamber will be sending a representative in order to learn more about the event to organize for 2013.
- Goals and Planning – Nancy shared goals for the chamber to balance fundraising activities (to become more financially self-sufficient), with events in order to promote the town and local businesses. As the chamber grows, the next step is to develop a marketing and advertising plan.

Mark Sherwin has been in contact with Garry Douglas from North Country Chamber regarding Destination Master Planning, which was developed for several communities in Essex County. Developing a destination master plan would assist the board with a short and long term plan. A suggestion to meet with Michele Powers, VP at North Country Chamber and director of tourism programs was made. Nancy will set up a meeting and all board members are invited. Meeting will be in Plattsburgh at a date to be scheduled.

Vice President's Report – Christine Pouch.

Town Board Meeting Attendance Rotation Calendar

At a prior special meeting it was suggested that a member of the ILCC report to the board in person at the monthly town board meetings. Christine attended this month and felt the information provided and ILCC presence was well received. If a date is not convenient, please find another ILCC member to switch with you

Administrative Assistant's Report – Kristina Eldridge.

There were 18 telephone calls, 203 emails and 26 visitors asking for information in March. 4 ambulance calls were received and 2 fishing licenses were sold. Further details included in report emailed to all directors.

Community Activities.

Student Award Application – Christine Pouch.

A copy of the application was emailed to all board members for review. Deadline to submit the application to the school is April 20th. Additional request for Grade Point Average will be added to the application.

Employment Projects – Bill Murphy.

A copy of the projects involving Adirondack Teleworks, AmeriCorps and In School Youth Programs were emailed to all board members for review. The In School Youth Program was tabled until 2013.

The AmeriCorps personnel is necessary to promote Adirondack Teleworks in the first year of the program and benefits to the chamber include; bringing jobs to the area, personnel coverage at the Visitor Welcome Center, becoming more prominent in the county and developing a revenue stream. Clarkson will donate a computer for use in the project. **Motion to file an employment application with AmeriCorps made by Bill with second by George. Motion passed.**

Rafting Activities and Promotion – Mark Sherwin.

Rafting statistics and promotion plan was emailed to all board members. Mark had to leave prior to discussion of this item. **Motion to support the rafting plan as outlined and set up a sub-committee was made by Aaron with a second by George. Motion passed.**

Committee Reports

Membership Committee: Christine Pouch, Chair.

2012 membership packets have been updated; just waiting for NCCC to provide updated health insurance rates. New in 2012 are multi-business discounts and a complete listing of all chamber members.

Next membership meeting is being scheduled and agenda items include, but are not limited to the following:

- Non-profit pricing
- Non-member display
- Listing of where rack cards are distributed
- Referral/Complaint Policy
- Installment Plan Pricing
- Family membership

Facebook Class – Kate Moore.

Proposal to teach “Marketing your Business with Facebook” is scheduled for Monday, May 7 at 6 p.m. at Chili Nights. It will be a two hour class and attendees should bring a laptop. No cost to member and \$25 for non-members. Press release and flyers will be written and distributed.

Fundraiser & Events/Public Relations Committee Report: Brenda Valentine, Chair.

Registrations for the Business Sessions-Brenda Valentine

“Business Basics” 4/24 – 16 Participants

“My Small Business 101” 5/12 and 5/19 – 4 Participants

Business Financial Workshop or “Show Me the Money” 6/5 – 3 Participants

An article featuring local entrepreneurs is in the works to help promote interest and attendance for the “Business Basics” session. Promotional activities for “My Small Business 101” are underway.

Adventure Sports Tour Bus – George DeChant.

Showcase of members’ businesses is scheduled for May 3rd at 5:09 PM. Adventure Sports Rafting is donating a bus and the tour begins there followed by Pine’s Country Store, Squaw Brook Motel, The Lake Store, Puterko’s Family Pizza and concluding at the Indian Lake Restaurant. Two people have signed up for the tour. Press release and article have been distributed to local papers.

Annual Spring Dinner Fundraiser – Kristina Eldridge.

May 22, Tuesday at Minnowbrook. The theme is Spring Soiree with featured colors red, orange, yellow and brown. Cost is \$25 for members and \$30 for non-members with RSVP by May 15. Mary Leach has agreed to play the piano during the cocktail hour. David Kahn, Adirondack Museum will be the guest speaker. Invitations sent to non-members via USPS and members via email blast. Reminder for Tricky Tray baskets from each board member or contact Christine and she will make one for you.

Black Fly Challenge/Adirondack Birding Festival – Christine Pouch.

Hot Deals promotion will begin late April/early May.

3rd Annual Great Adirondack Moose Festival 9/22-23: Brenda Valentine

An organizational planning meeting was held during the month to lay the groundwork for the upcoming event. 90% of the Festival activities have been confirmed. Plans are underway to include a rare and exciting addition to the Festival, the “Forever Locked” moose exhibit from New Hampshire. “Forever Locked” is a life-sized, museum-quality taxidermy moose exhibit which portrays two bull moose that permanently locked antlers while dueling, causing their deaths.

New Business

Copier Lease– Nancy Harding.

Proposal sent to all board members to lease a copier for administrative use at the chamber. Projects and resulting copies are becoming too much for the desk top printer currently in use. Projects and/or uses include membership materials, Winter Wonderland Program, flyers for events, promotional material used at the chamber for visitors, Memorial Day Yard Sale maps, Hot Deals flyers, Golf tournament letters and flyers, Great Adirondack Moose Festival programs, Country Christmas Tour programs, etc. A suggestion was made to contact the company providing copiers to the Adirondack museum for a quote. This issue was tabled until the May board meeting.

Southern Adirondack Guide to Dining Shopping & Entertainment Guide Advertising – Nancy Harding

Last year the chamber advertised dining, shopping and entertainment member businesses in a ½ page ad in this guide. 2012 pricing is black and white for \$495 and \$545 for color. A suggestion to seek interested members to co-op a page was made.

Meeting adjourned at 7:45 PM until the next meeting on May 15, 2012 at 5:30 PM.

Respectfully submitted by Nancy Harding, President.