

**Indian Lake Chamber of Commerce Minutes**  
**Wednesday, June 17, 2015 at 5:30 pm**

**In attendance:** Christine Pouch, Brenda Valentine, Darrin Harr and Lenny Bagleria.  
**Absent:** Sherry Williams and Bill Murphy.

**The meeting was called to order at 5:35 pm.**

**Adoption of Agenda –Discussion – Topics to be added - Christine added Garden Club TY note and Brenda added IL Town Board Retreat**

**Motion made to adopt agenda by: Brenda and 2<sup>nd</sup> by: Lenny; All in favor: Yes**

**Approval of April 2015 Minutes–There was not an April meeting due to Christine’s injury. There was an unofficial May meeting to keep things on track, but no minutes are available.**

**~~Discussion– Motion made to adopt minutes by: \_\_\_\_\_ and 2<sup>nd</sup> by: \_\_\_\_\_ All in favor: \_\_\_\_\_ Not applicable for this meeting~~**

**Financial Reports** (Copy of financial reports emailed to board members)/ Sherry **Discussion**  
**–Motion made to adopt financial reports by: Brenda and 2<sup>nd</sup> by: Christine All in favor: Yes**  
**Darrin reported we received the third installment of marketing funds from the Town.**

**Officers and Staff Reports**

**President’s Report** – Christine Pouch

- 1.** Non Profit Revitalization Act: Conflict of Interest Policy. Who has not done this yet? Christine and Brenda still need to complete this form for Chamber’s files.
- 2.** Community Calendar / ILCDC Project: Nate has been tasked with helping us and he reported he’d complete the project in June. At the time of this meeting the project had NOT been completed and we agreed to reach out to Nate again. He responded on June 25, he spent three hours on our project and was unable to complete what was needed as he hasn’t kept his web skills up-to-date. He suggested we find someone else to handle these tasks. Darrin will be reaching out to Dave Scranton for advice per Christine’s request.
- 3.** A Spring Fundraiser did not happen. (Typically held a Minnowbrook) We need to introduce something that will help us replace \$1,500 in revenue. It was reported that perhaps the Poker Paddle event will help replaced this unearned revenue
- 4.** Hiking Map Update: Done. ADK Museum still owes for their ad. All advertisers will receive 100 maps for free. Non-advertisers (like the DEC campsites) who request bulk copies can purchase maps at a cost of 50 for \$15. Visitors to the area will receive the map for free as always.
- 5.** Chamber coverage for Sunday & Monday: Sylvia Vidal has been hired and trained with Darrin on Friday, June 26. She will work Sundays and Mondays from 10 am to 4 pm, July-September, beginning June 28. The Chamber building is now open seven days a week.
- 6.** 90 day review for Darrin in June. Performance evaluation forms sent to all board members before the end of the month. Darrin is also to complete a self-evaluation. Formal review will follow the 1<sup>st</sup> week of July.

7. Bank documents to be updated. Darrin will be added to checking account so he can now sign checks and have a debit card for ordering supplies, etc. We'll leave other accounts as is (DEC and Savings). ADK Teleworks – we removed Drew as a signer. Please be sure to stop in the office to sign appropriate signature cards.
8. School Scholarship discussion. Eight applications were received and discussed. \$300 award will be given to Joseph DeShaw.

**Chamber Coordinator Report:** Discussion regarding his report. Very thorough! Thank you, Darrin.

### **Community Activities**

1. ADK Challenge and the Poker Paddle Event: Event seems to be moving along. Looking for advertisers and folks to participate now. Christne's neighbor Lenny C. is chair. Committee members include Darrin, Brenda, Christine and Al Pouch.
2. Main Street Revitalization Grant Letters of Support have been requested. Christine will send Brenda a letter on behalf of the Chamber.
3. SPS Cyclist for Veteran Rehab & Pot Luck Dinner July 23-24. Please plan to assist if you can.
4. Black Fly Challenge: Christine will send thank you notes to all the volunteers the Chamber recruited.

### **Committee Reports**

#### **Membership Committee: Christine, Chair**

We still need to do a lapsed mailing and will plan to do so in July. Mailing will go to all lapsed donors in 2014 and 2015 to date offering a \$199 special with a 30 day window to return payment.

#### **FAM Tour: Lenny Baglieri, Chair**

A wonderful trip has been planned by Darrin and Lenny. Hardest part was to secure bus driver; which was done. Chamber to pay driver \$150. Bus donated by Adventure Sports.

#### **Packaging Committee: Lenny Baglieri, Chair**

Lenny has personally approached all eateries in Town to ask them to participate in Savor the Taste of Indian Lake during the ADK Challenge weekend. All appropriate information will be sent to Darrin who will provide a complete list to Vonnie for final compilation.

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

#### **Rubber Duck Race: Christine Pouch, Chair**

On hold til next year per Christne

#### **Annual Golf Tournament: Bill Murphy, Chair.**

Bill was out of town for this meeting but reported all going well. Darrin reported we have \$1500 in paid sponsorships. Grand prize this year will be an Outing for Four at the Lake Pleasant Golf Course (which is a donated prize).

#### **Adirondack Moose Festival: Brenda Valentine, Chair**

During the month, a mailing was sent to former Festival sponsors regarding 2015 sponsorships. 90% of 2014 activities have been confirmed for this year. Efforts continue to include MAC the Moose, Forever Locked Moose, Moosterpiece games and the Utica Zoo Mobile in the 2015 lineup. A school useage form/permission has been secured. Next, Darrin and Christine will do a Big Moose Tent Vendor mailing.

**ROOST Meeting Update: Darrin Harr and Brenda Valentine**

Both have been attending these meetings and report while ROOST is doing a great job of promoting the ADKs in general we can NOT lose sight of promoting our own Town. Brenda volunteered to research a Canadian holiday, Victorian Weekend, (following Memorial Day) as a possible future Adirondack tourist event. Other events being researched include outdoor recreational activities (following Columbus Day) and the expansion of the Central Adk's Garage Sale to include towns from Malone to Speculator.

**Indian Lake Goes Orange Scholarship Fundraiser: Brenda Valentine**

The Chamber and Main Street Revitalization Committee partnered with the Indian Lake School District Community Service Club and raised over \$1500 by selling marigold seeds.

**ADK Teleworks: Bill Murphy, Chair**

Bill was not present for this meeting but reported via email to Christine. Drew resigned because additional funding for 2015 and beyond hadn't been secured. Bill will be filing final paperwork to NYSESD and then pay off the loan with the County IDA in July.

**New Business****Add: TY Note to Garden Club and IL Town Board Retreat**

The Garden Club has agreed to add plants and take care of our garden and we are VERY APPRECIATIVE. A special thank you note will be sent the Club.

Brenda attended the Town Board's annual retreat (6/17) and reported that the Town is very pleased with Darrin's presence at the Chamber. The Town Board is also considering consulting with Darrin regarding increasing their social media presence. The Board seemed very interested in the creation of seasonal "Top (10) Things To Do" in Indian Lake for distribution to visitors. Brenda will review the issue with the Chamber Board. Last, but not least, The Chazen Co. has been selected as the consultant to develop a Comprehensive Plan for the Town. The former plan was completed in 1976.

**Meeting Adjourned at:**

**Next meeting: July 21, 2015**