

Kearsarge Area Chamber of Commerce  
Meeting: Tuesday October 7, 2014  
At Pillsbury Free Library Community meeting room, Warner NH

Meeting called to order at 5:41pm

Board Members present: President Lynne Haney, President Elect Patrick Miller, Treasurer Cheryl Johnson, Dan Watts, Mary Watts  
Other Members present: Warner Liaison Nancy Ladd, Contoocook Liaison LeeAnne Vance, Selectman and House Representative Clyde Carson, Christine Heath, and Kay Stein.  
Absent: Secretary Barbara Lassonde. Bradford Liaison Christine Waite

Ms. Haney opened the meeting reporting a large influx of positive emails sent with ideas and suggestions for moving forward. With a great deal to discuss, it was decided to keep the meeting to approximately 90 minutes, in order to be respectful of everyone's time.

Minutes from the previous meetings were circulated, accepted and approved.

The Treasurer's report was also circulated and reviewed. The Happenings account has now been zeroed with no further activity intended. All members who had prepaid advertising have been reimbursed. As of last Tuesday, the social media payments are complete, and the liability insurance has been paid. There are no outstanding payments due. Current balance in the remaining accounts is as follows:

Primary account	\$4,837.17
Retailers (Warner)	\$738.69
Brochure account	\$406.89
Beautification fund	\$239.08
Total:	\$6,221.83

New treasurer Cheryl Johnson and President Lynne Haney will complete the setup of new treasurer and signatory requirements at Sugar River Bank.

President's report: Ms. Haney confirmed that our next meeting spaces have been reserved and confirmed. Our next meeting will be November 4<sup>th</sup> at the Hopkinton Library. The December 2014 and February 2015 meetings will be back at the Pillsbury Free Library in Warner. Our January 2015 meeting is scheduled for the Hopkinton Library.

All of the supplies owned by the chamber have been removed from their prior storage at the Telephone Museum and are in Ms. Haney's possession. These include a large changeable advertising sign, brochure racks, banner & plaque. Graham Gifford and Lynn Clark will be returning a case of Chamber brochures, decals and pens to Ms. Haney at a later date.

The phone line was discussed. Currently, the phone line functions as a voicemail delivery system only, and sees very little traffic. It was agreed to begin phasing out this paid-for service by removing it from future marketing, and by changing the message to direct callers to utilize our website contact form.

Ms. Haney read an email from the Hillsboro Chamber of Commerce, requesting a merger. It was agreed by the board that it would be premature at this time to move into a merger agreement, but that both of our groups could easily support each other by working on joint sponsorship of events, or sharing communication about our events and activities in both directions.

Summing up the needs of the organization and the emailed suggestions, we need to decide as a group what we should focus and expend our collective energies on.

Our current mission statement is:

*"Our mission is to promote the economic development of the communities near Mt. Kearsarge; to bring together the resources of the local business community in order to create and maintain a vital business climate with an enhanced quality of life for area citizens, such as but not limited to, the social, natural and man-made environment."*

Several questions were discussed, including:

- ✓ What towns should we include in our list of communities? Are the current towns listed the appropriate, logistically viable towns?
- ✓ What are the benefits KACC provides to its members, and how are we promoting those benefits?

In order to direct the discussion and focus of the group, Ms. Haney suggested compartmentalizing the various groups required to better facilitate specific needs. These were identified as Membership, Social Media, Events, and Benefits.

A lively discussion unfolded, beginning with concern about "going dark" on events. Postponing all after hours events until we have established our core business was agreed upon at a prior meeting, and reinforced again during this discussion. However, the discussion also quickly yielded some very positive progress. Christine Heath, of Sugar River Bank, has volunteered to take on the challenge of our new Events Committee Coordinator, and she brings a great deal of enthusiasm to the effort. Also, LeeAnne Vance brought to the table a large number of activities for our group to consider promoting to help support the Contoocook area group of businesses. This discussion brought to light the benefits of membership in KACC, including the possibility of utilizing the group's insurance for public events, and an instant resource for reaching a wider area of business contacts via various social media efforts, advertising, and networking. We discussed a variety of mechanisms for furthering marketing and communications about events in towns like the very active Contoocook group. Some of these ideas were the Warner Blog currently managed by Sandy Bartholomew, emails and newsletter via our constant contact database, FaceBook, the website, and print methods such as flyers, and advertisements.

Despite a lengthy and spirited discussion we managed to squeeze in a short update from Clyde Carson regarding the recent addition of Warner to the Currier and Ives Scenic Byway. Clyde has

agreed to be our chamber liaison with the Currier and Ives group, with Lee Anne as his backup for those meetings he is unable to attend due to other obligations. He suggests that it would be ideal to have a public relations representative from each of our member towns along the byway. The Currier and Ives group will help to promote businesses along the byway, and likewise, the businesses along the byway can reciprocate by promoting the Currier and Ives byway. There is a meeting next Thursday at the Warner Town Hall, 5:30pm for anyone interested in learning more about this exciting opportunity.

Another cross community effort identified by the group is the Rail Trail.

Returning to our President's goals for sharing the load currently resting too much on both President and Treasurer's positions, we discussed some of the trials and successes of group communications. The group agreed that Board meeting minutes, as well as the agenda for the upcoming meeting, can and should be sent to the entire membership.

LeeAnne Vance volunteered to take on the Social media Coordinator role.

Mary Watts volunteered to take on the Membership Coordinator role.

Much discussion then followed about the logistics of what these roles entail, or should include, and it was decided to continue those discussion off-line, in the interest of time. We were able to confirm membership coordinator will confirm communications with President and Vice President, prior to sending out. Likewise the Events and Social Media Coordinators will gain review and approval for their communications prior to public dissemination. It was clear from our not-so-brief discussion that we need to develop and clarify our group policies and procedures.

The group agreed to once again sponsor the Festival of Trees, with Preview party held on Friday, December 5<sup>th</sup>. All of the trees have now been reserved by their respective sponsors: The following Saturday, December 13<sup>th</sup> the Warner Retailers are also pulling together a group event, including a performance by KCPA, and other traditional holiday activities.

Our next meeting will be held November 4<sup>th</sup>, at the Hopkinton Library, 5:30pm.

Meeting adjourned at 7:41pm  
Minutes recorded by Mary Watts