

Kearsarge Area Chamber of Commerce

Board Meeting

Hopkinton Town Library

June 3, 2015

The June board meeting was called to order by president Patrick Miller at 6 p.m. Present were: Patrick Miller; Cheryl Johnson, president-elect; Barbara Lassonde, secretary; Mary & Dan Watts, directors. Absent: Treasurer, Mike Ayotte.

The secretary reported that a successful Business After Hours at the Barn Store of New England saw about 25 people in attendance. Delicious refreshments were served, and a lot of good networking took place.

The Red Cross blood drive in Warner was not as successful as most had hoped. The location had to be changed from the town hall, and the library was selected. The room was too small, allowing for only two beds. Because of the long wait for many, some people were turned away. Barbara worked on the registration table for two hours, and Patrick also came to help.

Mary and Barbara are still trying to get an e-newsletter started, and hopefully that will commence this month, with one short article weekly, covering such topics as: "Member Spotlight," "Noteworthy Happenings," "New Members" and "Upcoming events."

Barbara mentioned that she had received information from Sean Rocheleau of Bank of America's Concord Financial Center regarding new government regulations requiring all businesses who accept credit or debit cards to have EMV compliant terminals beginning October 1. Sean attended the BAH and offered to send this important information. Barbara will share it in the newsletter.

Cheryl reported that our three accounts total \$9,543.81 in the treasury. Because the treasurer is unable to attend meetings, it was suggested that we search for a replacement. Cheryl stated that she would be willing to take that position if we could find a new president-elect.

President Miller reminded us of the next Business After Hours on Tues., June 16 from 5:30-7 at The Maples at Warner, bed and breakfast. Patrick will be mailing out a flyer to our members. He stated that Yankee Cable Network plans to join the Chamber, has offered to air the event, interview some of the attendees and offer the raffle prize. Patrick will finalize the details with them. YCN also requested that we help sponsor the Kearsarge graduation by purchasing an ad in the graduation program.

Barbara made a motion that we accept YCN's offer and that we purchase a \$50 ad in the Kearsarge graduation program. The motion was seconded and passed.

President Miller suggested we offer an Ice Cream Social at the Velvet Moose ice cream shop in Warner for our July BAH. The Chamber will pay for the ice cream. All agreed. Upcoming BAH events were reviewed.

Mary stated that we have 721 email contacts, with 382 active. Ten mailings were sent out last month, and she will try to combine information in future mailings to limit the number sent out. Barbara

suggested we include much of that information in the newsletter.

It was recommended that we ask all new contacts if they would like to be included in our mailing list, rather than just adding them.

Dan reported that we now have 76 active members. There was a discussion on the amount of dues a new member should pay if he joins part way through the year. Dan offered to change membership expiration dates to the anniversary date of when a member joins, instead of January 1. Each member would receive an automatic email reminding them when their dues are due. A motion was made, seconded and voted that we change the membership dues policy to expire 12 months from the date of submission.

Barbara mentioned that our listing on the Chamber website list of members should be updated to include Kearsarge area towns. Dan will take care of that.

President Miller stated that he was invited to meet with five other Chamber presidents with a desire to work together. Keene is the most distant town in that group, and the board felt that working with Chambers that far away would not be feasible.

Mary came up with a new term for our Chamber to use: Bridging the Gap. All agreed it was a good one, and we should begin using it.

Patrick recommended that we ask our members to add a "Kearsarge Area Chamber of Commerce Member" notation to their website with a link to our website.

A brief discussion was held regarding upcoming town events through the end of the year, and that we should coordinate our dates so they don't conflict with others, specifically Contocook and Warner.

Patrick said we should update our brochure this fall, and we should be inviting businesses to join before then so they may be listed in the brochure. Mary offered to host a meeting to design the new brochure. That will take place Monday, June 8 at 6:30 at the Watts home.

The Warner Historical Society asked us to help sponsor the Kearsarge Author Series by purchasing an ad in their program booklet, which is given out at these four well-attended programs. A motion was made, seconded and voted that we purchase a \$100 ad.

Barbara stated that the details of the location for the Warner Fall Foliage Festival have not been finalized.

The meeting was adjourned at 7:05 p.m.

Barbara Lassonde

Secretary