

KEARSARGE AREA CHAMBER OF COMMERCE
APRIL 19, 2011, MEETING MINUTES

In attendance: Laura French (President), Cindy Barrett-Dumais (Treasurer), Maryann Plass (Secretary), Bob Lutz (Director), Laura Buono (Director), Lynne Haney (Director), Mike McChesney (Director), Marc Violette (Ex-officio)

Motion was made to approve the March 15 meeting minutes and were approved by all.

Treasurer's Report was given by Cindy: \$4874.39 in main account; \$1497.11 in brochure account; \$840.07 in beautification account; \$1419.20 in retail account. Marc Violette made a suggestion to have the report broken down to show membership dues deposited as well as items disbursed. Motion was made to approve the treasurer's report and was approved by all.

Bob Lutz reported that insurance for our organization will cost \$1442 per year. It covers general liability (with up to 3 events per year, plus directors and officers liability coverage and employment practices liability. He is **looking into an endorsement that can be included on the policy covering members as additional insureds and will also find out if each sub-group (i.e. the Retailers) is included under the policy or not.**

Membership drive --- calls were made to members recently. Bob Lutz asked for a better copy of the membership application.

Business After Hours – future events were discussed with possibilities of having it at Country Houses R.E. or Local Motion in late May/June. Then for the fall, Maryann Plass advised she will ask Colby Insurance Group (one of the newest members to the KACC) if they'd like to have it at their office in New London and possibly co-sponsor it with the Lake Sunapee Chamber of Commerce. **Maryann will contact Robt Bryant at the LSCofC and Colby Insurance Group.**

Education Committee – Laura French will be in touch with Tom Murray about doing the presentation on Broadband and will organize a "coffee talk" at the NH Telephone Museum. **Laura will give the information to Maryann Plass so that it will be in the next edition of the Kearsarge Happenings due out at the end of the first week of May.**

Marketing Committee – Mike McChesney suggested we run ads in other publications to get our name out there. He will find out the cost to advertise in the Intertown Record and Webster Grapevine. Laura French offered to call Foothills Restaurant to see if they will have placemat advertising available. Laura Buono also asked/suggested about having our link appear on other groups' websites as another source of advertisement. Mike made mention of getting on talk radio (WNTK) like the Claremont Chamber of Commerce does from time to time. Marc said WTPL (The Pulse) is another good station to utilize. **Kevin Faria & Mike McChesney will look into different radio advertising, and Bob Lutz will advise the Board on pricing of the various papers.**

Mike McChesney said members need to send Dan Watts information to include on their member services, which seems to be lacking. We need to contact members to tell them we need that information – send email? **Laura French advised she will send out an email blast to all the members.**