



Board of Directors Meeting
Minutes
April 17, 2012

Present: Rhonda Rood, Country Houses (President)
Maryann Plass, Colby Insurance (Vice President)
Cheryl Blais, The Maples (Treasurer)
Laura French, New Hampshire Telephone Museum (Secretary)
Lynne Haney, Schaefer Mortgage
Sue Roberts, Fleece & Flower Farm
Joe & Christiane Dionne, Dionne Family Chiropractic

Missing: Sean Bohman, Heartland Payment Systems
Bob Lutz, LakeView Insurance Agency
Cindy Dumais, Colby Realty
Marc Violette, TDS Telecom

Rhonda opened the meeting at 9:00 a.m.

Secretary's Report – Laura French

Laura reviewed the Secretary's Report from the March, 2012 meeting which was distributed previously. A motion was made and seconded to approve the Secretary's report. **Motion carried unanimously.**

Treasurer's Report – Cheryl Blais

Cheryl reviewed the Treasurer's Report. Current bank balances are as follows:

Beautification Fund: \$1964.35
Brochure Account: \$1499.52
Main Account: \$2751.93
Retailer Account: 1413.75
Kearsarge Happenings: \$988.44

A motion was made and seconded to approve the Treasurer's report. **Motion carried unanimously.**

Review of Action Items

Maryann was supposed to look into the cost of insuring a bouncy house. She left the figures at the office. Laura stated that we found a place that would rent the bouncy

house. Rhonda asked if we had to sign a waiver that released them from liability and Cheryl suggested we be included on their insurance rider. Cheryl will bring these issues up at the Retailer meeting tomorrow.

Rhonda has a message into Jen at Lake Sunapee Chamber to discuss possible joint ventures.

Cheryl has not worked on the Member-to-Member Discount program but it is on her to-do list. Discussion surrounded how the program would work. There was concern that if all of the employees of the larger companies were considered members and entitled to the discounts it could really hurt the smaller businesses. From that it was reiterated that we might need to look into tiered memberships again. (After the meeting Sue mentioned that instead of basing the memberships on the number of employees, we could have different categories of memberships that involved different benefits, an idea worth considering.) **Action Item:** *Cheryl will try to make sense of all of this!! ☺*

Committee Updates

Education – Laura

There is a Business After Hours scheduled for this Thursday, April 19 from 5-7:30 at Dionne Family Chiropractic. Laura has received 6 RSVPs but we can probably count on 10-15 people being there. An e-mail was sent to all members and an ad will run in the Shopper tomorrow. It was suggested that we put up posters and possibly use a sandwich board to advertise locally.

Another BAH is scheduled for Tuesday, July 10 from 5-7:30 at the Indian Museum.

Action Items: *Maryann will research sandwich boards and purchase one. Laura will contact the library to see if we could use theirs for this Thursday's BAH.*

Membership – Laura

As of today, we have picked up 6 new members this year, 34 current members have renewed their dues and 2 past members have rejoined. Laura shared the membership report with the board.

Marketing – Rhonda

Rhonda has met with Scott Hanwell of DadoPrint concerning a membership brochure. She received pricing on a map format of \$2233 (includes \$540 for design) for 2500 copies. A 5 ½ x 8 ½ book is \$1900 (includes \$690 for design) for 2500 copies. The group agreed that the book was the way to go. It was suggested that we sell ads to help defray the cost. The original timeframe for distribution was the end of June but if we decide to sell ads we may need to push it out to October in time for the Festival. Rhonda will put this project on the fast track.

Newspaper – Rhonda/Maryann

Some people have stated that they haven't received the deadline reminder e-mails that Laura is sending out. **Action Item:** *Laura to e-mail her list to Rhonda to cross-reference and see who she is missing.*

Town Updates

None.

Other Business

- Sue mentioned that Mike Cotton of the Merrimack Valley Voice was considering expanding into Warner but was met with some resistance concerning the number of papers that serve the area (InterTown Record, Kearsarge Happenings, Shopper, Villager, Messenger). She wondered if there was a way that we could work with him to help bridge some of the gap from Warner to Webster and Boscawen. Concern was raised that the Kearsarge Happenings would lose advertisers to his paper and that we might be going outside of our current scope. We also discussed the need to grow the Chamber and accept members from all over to help promote each other. The discussion was tabled and it was thought that maybe he could come to one of our meetings to brainstorm some ideas.
- Laura mentioned possibly organizing a “Cash Mob” at Runner Stone Café to help them get off the ground. They will be closing for a week to finish their renovations and then we’ll set up a date/time.
- Laura stated that she had received an e-mail from Mike McChesney saying that Laura B. would give us an update on the race. Laura B. couldn’t attend the meeting, so we will look for an update later on.

Next Meeting – Tuesday, May 15 at 8:00 a.m. at the Chamber Office.

Meeting adjourned.

Submitted by:

Laura French
Secretary