

Kearsarge Area Chamber of Commerce
Board Meeting
Hopkinton Town Library
December 9, 2015

The meeting was called to order at 5:57 p.m. by President Patrick Miller. Present were: President Miller, Barbara Lassonde, secretary, Dan & Mary Watts, directors, Kathleen Sirois and Heather Aleksonis, members.

The secretary reported that the minutes of the last meeting were approved and are posted on the website. She stated that we had a great Business After Hours at Knoxland Equipment, with approximately 25 people attending. A good amount of networking took place and everyone was happy to see what Knoxland has to offer.

The newsletter continues to keep members up to date on what's happening.

The Contoocook & Warner shopping days seemed to be successful, and she and other board members were shopping in both towns.

An article about the KACC and its rapid growth was submitted to Intertown Record, but didn't appear in this week's paper. The secretary will send it out as a press release this week to all area media to maximize our publicity.

Intertown Record offers members of Bradford Business Association a special advertising rate, so Barbara inquired if we can get that too, and we can. Patrick suggested she get approval from the board for our logo at the top of the ad box.

The secretary also spoke with Yankee Farmer's Market regarding joining the Chamber, and Kiera said she plans to, but we need to remind her.

The treasurer was not in attendance, but had send a list of checks received and issued. Barbara recommended we have a monthly balance sheet for the board, which shows total income and expenses for the month so we can better understand what our financial situation is. Dan said that our state tax filing had been taken care of, but did not know about the IRS filing.

The president stated that retention and growth would be our mission for the upcoming year, and ideal prospects would be those who currently do business or want to do business in the Kearsarge area.

A discussion was held on the cost of printing membership stickers for businesses to put on their windows. Patrick will inquire about the cost of KACC coffee mugs to give out to members.

Patrick announced that members Tricia Ilacqua of Concord Monitor and Jim Putnam of Central Payment would join the board, along with Heather Aleksonis of Hollyhock Flowers. It was also stated that we need a bookkeeper, events coordinator and educational session coordinator.

The board discussed group advertising in the Concord Monitor.

Patrick mentioned that the membership directory and a letter will be mailed out to all members who have not received one. Envelope stuffing will take place at the Watts' residence on Friday night, Dec.

11. The number of directories we had printed are running out, so a motion was made, seconded and voted that we print 400 more.

Patrick will send a flyer out each month for the Business After Hours to be posted at that location. The next one is a Business Before Hours, scheduled for December 17 at Schoodac's Coffee House in Warner.

It was agreed that we will raffle off four \$25 coupons at our annual meeting which may be used at any member business. Those businesses may then submit the coupon to the Chamber for reimbursement.

Upcoming Business After Hours are scheduled for February 18 at "3 on Main" in Contoocook, and March 17 at Granite Publicity & Promotion/Beaver Meadowbrook Farm Sugar House in Warner.

Under Membership: Patrick asked each board member to get 25 new email addresses of potential members. Dan stated that the automatic renewal system for dues is working and renewals are coming in.

Social Media: Dan said there has been a good amount of activity on our Facebook page.

A motion was made, seconded & voted that we contract a part-time person for 5-6 hours a week to handle the newsletter, social media updates, coordinate the Business After Hours and educational sessions if volunteers cannot be found. This would take some of the work load off board members.

A discussion was held regarding the dues structure for artisans. It will be brought up to the membership at the annual meeting.

Barbara asked for a clarification on an email the board received regarding Fisher Cats game tickets.

Patrick said these tickets will be free to our members for the May 3 game and there will be an opportunity to network with members of three other chambers before the game. In exchange, the stadium will receive a free membership in our chamber for one year.

The meeting adjourned at 7:10 p.m.

Barbara Lassonde,
Secretary