

February 22, 2017

**MINUTES – APPROVED**

Directors in attendance: Suzanne Becker, Catherine Burkly, Christine Grogan, Andy Kelly, Matt Ryan (via phone)

- I. President Suzanne Becker called the meeting to order at 6:40 PM.
- II. Suzanne informed the Board that Jessica will begin sending the Board of Directors Meeting Minutes the week following the Board meeting and asked if there were any questions. There were none. The January 2017 Meeting Minutes were included. A MOTION was made by Andy Kelly to accept the January minutes and was seconded by Christine Grogan. The MOTION carried.
- III. Treasurer's Report:  
In lieu of an official Treasurer's Report, Suzanne shared the account balances for each of the Chamber's bank accounts as well as a print out of the actual monthly transactions from the Chamber checking account with the Board and asked if this was a helpful way to view Chamber finances for the interim. In order to see more detail related to transactions, Catherine Burkly suggested including a print out of the QuickBooks register instead of the one from the bank.  
  
Suzanne reported that Amy is back at Judy Klingebiel's office and can start coming in to the Chamber office once a month toward the end of the month to do reconciliation of the Chamber accounts and QuickBooks cleanup. In the beginning this may take some time since there is a little backlog since the loss of the Treasurer. Later perhaps Amy can be utilized for 1-2 hours per month. Catherine asked if the budget figures reflected this added cost and Suzanne and Jessica responded that yes, the extra help had been factored into the 2017 budget. A MOTION was made by Suzanne Becker to approve Amy coming in once a month for 1-2 hours for reconciliation and QuickBooks help and was seconded by Catherine Burkly. The MOTION carried.
- IV. Director Report:  
Jessica informed the Board of two new applications received for Chamber membership. A MOTION was made by Suzanne Becker to approve Montana's as a new Chamber member and was seconded by Catherine Burkly. The MOTION carried.  
A MOTION was made by Catherine Burkly to approve Friends of the IBA as a new Chamber member and was seconded by Andy Kelly. The MOTION carried.  
  
Jessica reported to the Board that the gift certificate flyer had been updated to include a few newly participating businesses and invoicing for membership dues is now happening through QuickBooks. Incoming payments are also recorded in QuickBooks which will help to streamline bookkeeping. Jessica also noted that she will be sending a weekly update to all board members at the end of each week to keep all in touch with Chamber activity and items that may require follow-up. Jessica also indicated the push to promote more Chamber member events in an effort to boost a stronger GGCC Facebook presence and the promotion of member businesses.
- V. Correspondence:
  1. Jessica asked the Board if there was interest in renewing the GGCC's subscription to the Albany Business Review. Catherine suggested renewing to use as a tool in identifying new businesses. The Board agreed.

2. In response to the correspondence received from The Southern Adirondack Library System (SALS), the Board asked Jessica to inquire about any preexisting questionnaires that could be distributed to GGCC members to help identify the educational needs of area small businesses and entrepreneurs. SALS had contacted the Chamber to find out what the specific needs are of small business owners/entrepreneurs in our area.
3. Suzanne mentioned an opportunity for a Local Foods program brought to her attention by Village Mayor, Pam Fuller. Suzanne indicated that she will follow-up for more information.
4. Jessica shared with the Board her letter to Tim Taylor re: Wallie's project, and mentioned the article in the Journal this week that addressed the project. Jessica will ask the Journal for the text of the article to share electronically with all Chamber members.

VI. Action and/or Discussion Items/New Items:

1. 2017 Budget – Jessica distributed the proposed budget to all Board members. Suzanne suggested each member review the budget sheets outside of this meeting and discuss at a future meeting.
2. The Board approved the modification of Chamber Office Hours to include Tuesday hours by appointment only.
3. Directors Leave – In response to the Board's offer of an 8 week maternity leave, Jessica indicated that she would require more time off if she was to return to the job of Managing Director. The Board will take this into consideration and discuss in executive session.
4. Information related to the GGCC needs to be updated on the Battenkill Valley website. Catherine suggested getting a quote from Sara Kelly for the updates.
5. With the GGCC Annual Dinner and Meeting fast approaching in April, Suzanne reached out to the Washington Square Deli to inquire about their availability to host the dinner. Victory View Vineyard has also agreed to provide wine for the event if the Deli is able to cater and host. A concern was raised on their seating capacity and whether alcohol might be a limiting factor. Suzanne will follow-up.
6. Suzanne reiterated to the Board that the Chamber is facing a big participation issue – committees need more volunteers, the Board needs more members, and the position of Treasurer needs to be filled. Suzanne suggested doing a secondary mailing so that members could include promotional flyers and include a letter from the Board stressing the need for participation and the Board agreed. Jessica will send an email to all members letting them know of the opportunity to include flyers in the mailing with a deadline of Monday, March 6. The Board also suggested sending a Letter to the Editor of The Journal, Eagle, Hill Country Observer, and Free Press.
7. Membership – Suzanne asked members of the Board to let Jessica know if they come across new businesses. The Chamber has a "welcome to the community" letter and packet of information material that could be helpful when Jessica reaches out.
8. In response to the proposal to consolidate GGCC insurance policies, the Board concluded that it is not comfortable changing over broker of record just for exploration purposes and asked that Jessica follow-up to get a detailed proposal of rates and coverage.
9. At the suggestion of a Chamber member business, Suzanne discussed the possibility of adding members as sub administrators to the GGCC Facebook page so that they can post/share their own events and promotions. Suzanne indicated that this has the potential to make it a better/more useful site for Chamber members and suggested utilizing a simple contract to make clear the purposes of the page and member limitations. The Schuylerville Small Business Association does something similar. Suzanne will write up preliminary language for the Board to review.
10. The "Things To Do" tab of the GGCC website is currently empty. Jessica asked the Board to think about which businesses or items should be pulled into this tab. Suzanne suggested that this could be a call to action tab and link to the GGCC Facebook page. Jessica will follow-up with Mannix to discuss the possibilities.
11. Suzanne reminded the Board about the Washington County Tourism meeting tomorrow evening and indicated that both she and Jessica are planning to attend on behalf of the GGCC. Suzanne also notified the Village Mayor and Town Supervisor, hoping they will also attend.

VII. Old Items:

1. The Board approved the ad renewal with the Hill Country Observer and asked Jessica to provide a specific dollar amount for what the annual cost will be with the prepaid option.

VIII. Committee Reports:

1. Executive – No report
2. Budget /Audit – Discussed earlier in the meeting
3. Communications – No report
4. Fundraising – No report
5. Health Insurance – Health Insurance projected revenue for 2017 is much lower than 2016 due to a change in how the promotional fees are calculated by CDPHP and decreased participation in Chamber plans.
6. Membership – No report
7. Networking – Jessica to send a reminder to Mary Barnhart and Katie Jo Mohamed Ali to get an update on networking events for 2017. The Board discussed contacting Argyle Brewing Company or Willard Mountain as potentials for hosting a winter event.
8. Nominating – Mailing going out to all members as discussed earlier in the meeting
9. Whipple City Festival – Matt Ryan confirmed as part of the race. Ruly Graves will be helping with race fundraising.
10. Halloween – No report
11. Holiday Lighted Tractor Parade – Suzanne shared on Facebook a Jacob Houston painting of the Tractor Parade and informed the Board that Jacob will allow the Chamber to print posters of the painting that could be sold as a fundraiser and asked if the Board was interested. Yes, definitely. Still no word back from the documentary filmmakers that were conducting interviews and shooting video the night of the parade.
12. Greenwich Economic Development Group – No report

The meeting ended at 8:12 PM and the Board entered into Executive Session. The next meeting will be held March 15, 2017.

Respectfully Submitted,

Jessica Lynn  
Secretary