

Greater Greenwich Chamber of Commerce, Inc.
6 Academy Street
Greenwich, NY 12834

March 22, 2017

MINUTES – APPROVED

Directors in attendance: Suzanne Becker, Catherine Burkly, Andy Kelly, Matt Ryan
Amie Collins also present as representative from Betterbee.

- I. President Suzanne Becker called the meeting to order at 6:42 PM and introduced Amie Collins.
- II. The February 2017 Meeting Minutes were circulated prior to the meeting. A MOTION was made by Catherine Burkly to accept the February minutes and was seconded by Andy Kelly. The MOTION carried.
- III. Treasurer's Report:
Banking activity for the period covering February 22, 2017 through March 22, 2017 was shared with the Board. These documents included a snapshot of all Chamber account balances and the QuickBooks register.
Suzanne shared with the Board that Amy is continuing to come into the Chamber office on Mondays to reconcile the backlog of Chamber accounts. Suzanne reminded the Board of the vacant Treasurer's seat that has yet to be filled and the need for additional Board members. A Letter to the Editor to this effect will be running in the next publication of the Greenwich Journal & Salem Press.
- IV. Correspondence:
 1. Jessica presented a new membership application from the Wedding Barn at Lakota's Farm. A MOTION was made by Suzanne Becker to approve the Wedding Barn as a new Chamber member and was seconded by Matt Ryan. The MOTION carried.
 2. Jessica shared with the Board an invitation the Chamber received from the Washington County District Attorney's Office to attend their annual awards breakfast in support of National Crime Victim's Rights Week in honor of local award recipients on April 3. There were no volunteers to attend this breakfast and the Board asked Jessica to decline the invitation but thank the D.A.'s office for the invitation.
 3. Jessica shared with the Board a letter received from Maureen Edsforth on behalf of the Greenwich Youth Center asking the Chamber to purchase an advertising block in the Theater Arts Program. Suzanne indicated that Blooms would be purchasing an ad and would look to include the Chamber in as part of that ad.
 4. Jessica informed that Board that there had still been no communication from Schuylerville Insurance re the Board's request for a more detailed proposal for GGCC insurance policies.
 5. Per request of Annie Miller, Director of the Greenwich Free Library, Jessica distributed library questionnaires to all present. The Board agreed to pass the questionnaire on to all Chamber members. Jessica to reach out to Annie for preferred format, return and timing.
 6. Jessica shared information with the Board about communication with representative from Southern Adirondack Library System (SALS) in identifying educational needs of area small businesses and entrepreneurs. The Board agreed that the Chamber would help to promote any programs or services that would be relevant to the membership.
- V. Director Report:
Jessica provided an update on any outstanding items from the February Meeting Minutes. In response to the "Things to Do" tab of the GGCC website not currently populating with any

information, it was suggested that the tab link directly to the Washington County Tourism website. Jessica will explore this with Mannix Marketing. Jessica also reminded the Board of the 2nd quarter newsletter which is slated for mailing on April 4. Following several weeks of a weekly Director update emailed to the members of the Board, Jessica asked if there were any comments. General consensus was that the update was helpful in staying current with Chamber activity. Catherine inquired about time spent out of the office visiting members and the Board suggested looking at the corporate website of AutoZone and Advance Auto Parts.

VI. Director's Leave:

Suzanne confirmed the Board's agreement to a 4 month maternity leave for Jessica. Suzanne shared with Board that Stacey Nute would be filling on for Jessica during this leave and asked the Board to think about what specifically, Stacey's role should look like. Suzanne indicated that a meeting with the Executive Committee was necessary to discuss. Items to consider include training time with Jessica, Stacey's compensation during this period, and Whipple City Festival as Stacey was previously the support person to the Director during and in the weeks leading up to the festival.

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

1. 2017 Budget – Jessica was asked to resend the proposed 2017 budget to the Board. Looking to schedule a spate budget meeting to review and approve.
2. Updates to the Battenkill Valley website have not yet been made. Jessica indicated that she would ask Stacey to look into this the next time she is in.
3. The Greater Greenwich Chamber of Commerce Annual Dinner and Meeting confirmed for Friday, April 28 at the Middle Falls Fire Department. Time and menu still to be determined.
4. Suzanne noted that a letter had been sent to all membership re volunteers needed for committees, members needed to serve on the Board, and the vacant Treasurer seat. Letter to the Editor going in the Greenwich Journal.
5. Jessica updated the Board on edits that had been made to the GGCC website and noted the inconvenience of current permissions in editing some content on the site. The Board asked Jessica to get a quote from Mannix Marketing to change permissions to enable direct access to edit pages and content.
6. Suzanne shared an update with the Board on the Washington County Tourism Meeting that was held in Cambridge last month. Highlights included the assertion from the company hired to assess the impact of tourism in the county, that Washington Co. does in fact make money from tourism and demonstrated evidence that would support an investment in this area. Next step was a presentation of the information to the County Board of Supervisors. No word yet on whether this has occurred.

VIII. Old Items:

1. Jessica shared with the Board that the ad renewal with the Hill Country Observer would cost the Chamber an estimated \$550 for the year (10 ads). Hill County Observer is not currently a Chamber member. Jessica to follow-up with Gabi on becoming a member.

IX. Committee Reports:

1. Executive – No report
2. Budget /Audit – Discussed earlier in the meeting
3. Communications – Jessica reported a positive response to the Chamber's Facebook advertising opportunity. Suzanne indicated that she will be adding interested businesses to the Chamber Facebook page and will update the Board at a later date.
4. Fundraising – Jessica shared with the Board that an updated inventory count had been done on Greenwich mugs and glassware and based on feedback received, asked the Board to consider decreasing the price of the Greenwich mugs. They are currently sold for \$20/each. The Board asked Jessica to find out how much the mugs had cost the Chamber to purchase and report back.

5. Health Insurance – Jessica informed that Board that the Chamber will be losing 1 health insurance plan participant effective April 1.
6. Membership – No report
7. Networking – Committee members not present and no report
8. Nominating – Suzanne informed the Board that her term is up in April and she will be stepping down as president but will continue to serve on the Board. Matt Ryan’s term is also up and he indicated that he would be staying on.
9. Whipple City Festival – Andy and Jessica indicated that things are moving forward on festival planning. Next committee meeting scheduled for Wednesday, April 5 at 6:00 PM. Andy and Jessica agreed that Stacey should be invited to this meeting.
10. Halloween – No report
11. Holiday Lighted Tractor Parade – No report
12. Greenwich Economic Development Group – No report

The meeting adjourned at 7:54 PM by a MOTION made by Suzanne Becker. MOTION carried. The next meeting is the Greater Greenwich Chamber of Commerce Annual Meeting and Dinner which will be held on April 28, 2017 at the Middle Falls Fire Department.

Respectfully Submitted,

Jessica Lynn
Secretary