



**Franconia Notch Chamber of Commerce  
Board of Directors Monthly Meeting**

**Date:** February 9, 2010

**Place:** Board Room, Woodsville Guaranty Bank, Main St., Franconia

**Time:** Meeting called to order at 10:05am by President Frank Grima.

**Board Members Present:** Frank Grima, Jean Sauls, Carleen Quinn, Bob Tortorice, Steve Allen  
Alternate Orlo Coots

**Others Present:** Maxine Aldrich and Executive Director Barbara Ashley.

**Board Members Absent:** Todd Aldrich, Marion Rexford, Bill McFarlane, Beth Horan

**Item:** The Minutes of the January Annual Meeting were presented by Past Secretary Orlo Coots. Motion to accept the minutes as presented was made by Jean Sauls, seconded by Carleen Quinn and approved unanimously.

**Item:** No Treasurer's Report was presented in lieu of the Treasurer's absence. President Grima discussed highlights of the budget meeting and reported the budget to be in line with actual income and expenses.

**Item:** President Grima distributed and presented Phase 2 of the Strategic Plan that the Chamber adopted in 2008. Discussion ensued around the following articles:

1. Inclusion of the word region in referencing the Franconia Notch "Region" in the Mission Statement. Following further explanation regarding the growth in membership and extent of the area covered, the consensus of those present was to leave the word and record any necessary change with the Secretary of State if or when it becomes necessary.

2. Changes, leadership and goals for Team A- Marketing, Team B- Events and Team C- Collaboration. Action items will evolve around broader responsibilities and initiatives for all 3 teams, with Vice President Bob Tortorice to lead Team A, Ilja Chapman is the new leader of Team B and Frank Grima will lead the Collaborative Team.

3. Discussion revolved around 3 of the major initiatives of the Marketing Team:

- a. Membership development and enhanced communication
- b. Expansion of staffing for the Welcome Center for a seasonal PT person, duties and available resources.
- c. Upgrading the Welcome Center to a year-round facility

**Item:** President Grima presented the following new members for vote approval:

Robert Cook Design and Build	Topic of the Town Restaurant
Notchnet, Inc.	Muddy Paw Dog Sled Kennel, LLP
Climbing Higher Tree Service	Mac's Market
Mojo Headquarters	Littleton Consumer Food Co-op
Franconia Children's Center	E. H. Floral-Floralatte'
Bank's Chevrolet-Cadillac, Inc.	Cottage Hospital
Mike and Carol Morris	Boys Scouts of America, Daniel Webster Council of NH

Motion to accept all new members was made by Bob Tortorice, seconded by Steve Allen and approved unanimously following discussion.

**Item:** President Grima reported for Team B and Team Leader Ilja Chapman. The team is working to expand events for our area and the resources for successful marketing.

**Item:** The Collaboration Team report focused on regional marketing. President Grima reported the parameters and efforts necessary for JPP Matching Grant funding eligibility. The GSA (Granite State Ambassadors) program was discussed. The program was ineffective for the needs of the designated Aerial Tramway, Museums, and State Park activities. Following a meeting with General Manager John DeVivo, it was determined their needs are better met in taking over the FNT center as an open service /ticket center for the Park. The Chamber is guaranteed a continued brochure presence and will be serviced as usual by our staff. Based on this report, President Grima asked the board to reconsider our participation in the GSA program. Carleen Quinn made a motion to discontinue the GSA program at the Tram Center. Motion was seconded by Jean Sauls. Following further discussion, the motion was approved unanimously.

**Item:** Steve Allen made the following motion: Move that the President and Vice President develop a part-time position for the Welcome Center from mid-May through September. Motion seconded by Orlo Coots. Discussion followed based on the expectations of a PT staff person and assistance to the Executive Director. Motion passed unanimously.

**Item:** Discussion ensued regarding the proposed upgrade for the Welcome Center. It was determined to research costs associated with internal upgrades, heat, insulation signage and lighting and funding available for this project and a PT staff person. All considerations will move forward as resources allow.

**Item:** President Grima presented a fundraiser project that he has researched and developed: A concert/Comedy show by “Rusty DeWees- the Logger” is a well-known and very popular act that would come to our area and do 2 shows on Friday and Saturday evenings, April 9 and 10. A large part of the combo entertainment would be a show at Profile High School on Friday afternoon. DeWees’s repoitry includes an inspirational and motivational performance for students throughout the North East on drug and alcohol abuse and academic pursuits. Ticket prices would be \$20 for evening performances, of which the chamber would retain \$8. of each ticket. A location venue is being sought for the evening performances and appears attainable. The weekend event will be sponsored by the Chamber, and proceeds will go a long way toward funding for a PT staff person and upgrade of the Welcome Center. Bob Tortorice made a motion to support the event, seconded by Carleen Quinn. Following more discussion, motion was approved unanimously.

**Item:** Maxine Aldrich presented the budget for the 17<sup>th</sup> Annual Field of Lupines Festival. President Grima as for acceptance from the board by vote, Bob Tortorice seconded the motion. Following further discussion, motion approved unanimously.

**Item:** President Grima reported on a conversation with Ken Ford of the Lafayette Lions Club regarding the Christmas lights on the large tree on the lawn of the Abbie Greenleaf Library. In October, 2009, The Lions club spearheaded a drive to fund all new lights for the Recreation Department to switch to less costly to operate and longer life LED lights. Recreation Director Kim Cowles purchased the lights through the Recreation Department. Total cost was \$2,000, of which \$1,300 is still unfunded. Much discussion ensued pertaining to the purchase initiative and funding requests through the Lions Club and Chamber communications. Following comments and discussion, President Grima requested that a new e-mail solicitation be made to on behalf of the Lions Club and the Franconia Recreation Department to attempt to retire the remaining debt through community contributions.

**Item:** President Grima announced that the 2010 FNCC Area Discount Cards are now available for purchase for everyone- the general public and visitors this year. Cards are still \$5. each, with 49 discount offerings good throughout the region until 12/31/2010. Cards are on sale through the mail, at the Welcome Center, from board members and the Woodsville Guaranty Bank’s Franconia office. Cards are now available on line for visitors, guests and all who wish to purchase. Executive Director also is selling the cards and can deliver or stop by.

**Item:** Announcement- Dues may now be paid on-line. President Grima has instituted the necessary credit form and included it in the on-line application packet.

**Item:** Executive Director Ashley explained the ad spaces available in the new brochure design. Interested BOD members should contact her and pass the reminder to other members, as space is limited.

**Item:** Orlo Coots made a motion to adjourn, seconded by Steve Allen.

Meeting adjourned at 11:35am.

**Next Meeting**

**Tuesday, March 9, 2010**

**Woodsville Guaranty Bank, Franconia Office**

**10:00am**