

**Franconia Notch Chamber of Commerce
February 10, 2009 Minutes – by, Annie Salter
Woodsville Bank, Franconia, New Hampshire**

Frank Grima called the meeting to order at 10:02am.

Board Members present: Maxine Aldrich, Frank Grima, Annie Salter, Cort Roussel, Todd Aldrich, Steve Allen, Carleen Quinn, Steve Allan, Jean Sauls, and Executive Director Barbara Ashley. Guest member from Conn River Bank, Marion Rexford.

Maxine began the meeting expressing the desire that the profit and loss and full membership voting be remembered in a greater way for next years annual and just wanted to mention it so it could be done better next year.

*Secretary's Report: Jean Sauls motioned to accept minutes as presented, seconded by Cort Roussel. Passed

*Treasurer's Report: Maxine made motion to accept report, Jean Sauls seconded. Passed.

*President's Report- Frank began but updating everyone present on the Goals and Objectives for 2009 and a motion was made to accept the new goals and objectives of the Team Leaders for 2009 by Maxine Aldrich, seconded by Todd Aldrich, passed.

Frank circulated the latest list of Board and Alternates for revisions, corrections. As of 2/10/2009 the membership stands at 115 strong and growing daily. Most recent new members, Mountain View Grand, Loon Mountain, Snips Plus, Woodwards. The Web team had met and talked about the new Lupine updating that Barbara and Theresa have been doing and keeping the web updated. Frank motioned that the executivedirector@franconianotch.org email be reinstated as it is necessary to keep items straight at an additional cost of \$5.00 per month for hosting. Motion so moved by Cort Roussel, seconded by Todd Aldrich, passed. Frank talked about the Lincoln/Woodstock summer issue and the lodging buy in and that all 10 ads had been sold. Lincoln is also advertising some of the FNCC area events as a way of collaboratively working with FNCC.. these are free of charge. Frank spoke of the need to increase the number of FNCC brochures this year from 40k to 60k and support the FULL distribution state-wide for 2009 Total cost of brochures and distribution to be \$12,000.00 Motion to increase the number to 60k and full distribution by Cort Roussel, seconded by Jean Sauls, passed.

Debbie at Moriah Design mentioned that the cut-off date to be in the brochure for 2009 will be March 17, 2009. Barbara Ashley brought list of potential new members. Frank Grima explained to the board that the FNCC success was in getting new members and that is still only being done by a few on the Board. Frank sent the list around and asked Board Members to put their names beside potential members they intend to sign up. 30 Member packets were available for Board members to take with them to sign up new members. The sheet was then collected and Barbara is updating the list. The Canadian AAA ad through Moriah Design Cost of \$463.00 was brought to the Board for Canadian Marketing. Frank said Moriah would be updating it with new logo and such. Discussion about adding a re-direct web address to the ad so we can track hits from this ad. Frank will get a price and if not reasonable, simply do the ad again with the FNCC website address. A motion to continue and do the \$463.00 Canadian AAA ad was made by Steve Allen, seconded by Annie Salter, passed. Yankee Ad through Moriah Design was brought forward with three options ranging in price for 2009. No interest was shown and discussion followed about costs thereof and thoughts that this money should be spent elsewhere. Motion to skip Yankee for 2009 was made by Maxine Aldrich, seconded by, Carleen Quinn, passed.

Frank brought forward the Web teams proposal to create "three callouts" on each page (Home page exempted) that are for sale to members to highlight their businesses at a fee structure of "A" \$20.00 per month, six month min. "B" \$15.00 per month, six month min, and "C" \$10.00 per month, six month min. Web Team would sell these spaces as a way to offset costs associated with upkeep and such on the web and to help fund website growth etc. Website opportunities for members to buy as many ads on as many pages as they'd like. First Come First Served. Launch to be April 1, 2009 for six months till Oct. 1, 2009 in conjunction with Membership year. Next week letter via USPS to all members outlining program asking that they return their desired ad(s) with completed check. Only returned ad space requests with accompanying payment will be accepted. Suggestion to have businesses chose first, second, and third choice for each ad page they submit their request for in case they are the second or third request received for particular ad. Ads spaces will be awarded on a first come, first served basis. Members are NOT allowed to give applications or payment to anyone. All requests MUST be mailed to FNCC at the po box. Theresa Spear discussed our ability in the near future to track high demand pages and such via web urchin and also the potential make one of these ads a "silent auction" item next year. Motion to accept fee structure and proposal of the Web Team was made by Frank Grima, seconded by Steve Allen, passed.

Frank read a letter from Kevin Johnson inviting the FNCC to C0-Host with gofranconia.com an informational meeting to discuss the Cannon Mtn. leasing pro's and con's with members of both sides present. Frank read his letter in response to Kevin Johnson outlining our need to remain "A" political on issues so "highly charged" as this one and reiterated the desire to keep anyone member from thinking the FNCC was siding one way or another as we have members on both sides of this issue.. and that he'd bring it to the full Board for discussion. By show of hands the Board agreed to remain "A" Political and agreed with Frank that Kevin should hold this meeting outside the FNCC.

Maxine presented the workings of this years Lupine Festival and outlined the Budget for 2009. Deadline for inclusion in the Lupine Book is March 16th, 2009. Frank motioned to accept the budget of the Lupine Committee as presented, seconded by Todd Aldrich, passed. Frank asked Todd Aldrich to create a line item in the budget account for "Lupine Flag Replacement" and to transfer \$500.00 to this account from Lupine proceeds ASAP.

Jean Sauls made a motion for the meeting to adjourn and was seconded by Frank Grima. Adjourned at 12:32pm

Next Meeting- 10:00 am Tuesday, March 10, 2009- Woodsville Guaranty Bank - Franconia