



Franconia Notch Chamber of Commerce
Board of Directors Monthly Meeting

Date: April 13, 2010

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

Time: Meeting called to order at 10:00 am by President Frank Grima

Board Members Present: Frank Grima, Bob Tortorice, Bill McFarlane, Todd Aldrich, Jean Sauls, Beth Horan, Cort Roussel, Carleen Quinn, Annie Salter,

Others Present: ED Barbara Ashley

Board Members Absent: Marion Rexford, Steve Allen, Greg Keeler

Item: The minutes of the March Meeting were presented by President Grima in the absence of Secretary Rexford. Motion to accept the minutes as presented was made by Bob Tortorice, seconded by Jean Sauls. With no discussion, motion passed unanimously.

Item: Treasurer's report was presented by Treasurer Aldrich. Motion to accept the report was made by Jean Sauls, seconded by Bill McFarlane. Treasurer explained balance of Scholarship CD from March report reflects moving the interest to a cash item. Motion to accept the report passed unanimously.

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

Hunkins & Eaton Insurance Agency, Littleton
Dubreuil Electric, Whitefield
Puffer Broadcasting- WYKR Studio, Wells River, VT
Jerold & Barbara Wise as Supporting Members
(2nd homeowners in Franconia- response from 3-Town Mailer)

Motion to accept all members was made by Bill McFarlane, seconded by Todd Aldrich and approved unanimously.

Item: President Grima brought forth the Nominating Committee for 2011 as ordinary annual business for the April Board of Directors' meeting. Serving on the Nominating Committee for presenting a slate of officers and directors for 2011 are: Cort Roussel, Annie Salter and Todd Aldrich.

Item: As Team leader, President Grima gave the Marketing Team report. Items included:

1. Our chamber and Lincoln-Woodstock's will continue efforts in collaborate marketing and apply together for a JPP Matching Funds Grant to enhance magazine advertising for both chambers in Ski NH and White Mountain Attractions.

Discussion ensued regarding the addition of Bretton Woods and marketing the 3 major ski areas of the Franconia Notch Region. Bretton Woods is a member of Lincoln-Woodstock's chamber but does not belong to Franconia's in spite of several invitations. President Grima assured that collaboration and funding will be maintained equally. It was reported that the Annual Brochure for 2011 will not be included in the joint JPP Application, but will carry forward another year in the 2010 format with adjustments. Motion was made by Bill McFarlane to participate with Lincoln-Woodstock Chamber and apply jointly for a marketing JPP Matching Funds Grant for 2011. Motion was seconded by Annie Salter and passed unanimously.

2. Copies of the 2011 Brochure design and content were presented to the board for acceptance and edits before submitting final copy to Travel and Tourism for review and approval by the JPP Matching Fund grantors. Corrections were made to the listing of a fall event; "Construction" was added to a classification panel to read "Real Estate & Construction". Board approval of the brochure with corrections was given by consensus of all present.
3. Report was given on the seasonal opening and clean-up of the Welcome Center. President Grima reported that Jim Powers of Northern Acres would like the chamber to take ownership of the large enclosed sign board next to the Town Hall side of the Welcome Center. The Marketing Team will work on usage possibilities of ownership.

Item: President Grima reported on proposal to hire an assistant to work at the Welcome Center mid-May thru Columbus Day 3 days a week to help with information services and computer responsibilities to assist Executive Director Ashley and to keep the Welcome Center open seven days each week of the summer-fall seasons. VP Tortorice, Personnel Chair, presented a job description and application to the board and will be responsible for accepting applications and conducting interviews with qualified applicants. President Grima will post the available PT position on Facebook and thru regular chamber communication vehicles.

Item: President Grima reported for Team Leader Ilja Chapman and announced the organization of a new month-long holiday event beyond last year's Cookie Tour and Decorating Contest, to be called "Christmas Around the Notch" and include an invitation to all local chambers in the Franconia Notch Region to participate in their special events, collaborate in others and promote the event together. Production of a guide book to all events, locations and dates will be supported by ads from all participants.

There being no further business, motion to adjourn was made by Annie Salter and seconded by Todd Aldrich.

Meeting adjourned at 11:35 am.

Respectfully submitted,

Barbara Ashley for Secretary Rexford

NEXT MEETING

Tuesday, May 11, 2010 at 10:00 am
Board Room, Woodsville Guaranty Bank, Main St., Franconia, NH