

TO: Frank Grima

Date: April 14 2009

Subject: April FNCC Board Minutes

Attendees: Jean Sauls, Bob Tortorice, Barbara Ashley, Kathe Tortorice, Todd Aldrich, Cort Russell, Marion Rexford, Maxine Aldrich

(Note: Steve Allen came in just as the meeting adjourned.)

Bob called the meeting to order at 10:06

Frank is at a funeral so Bob will be running the meeting today

Secretary Report:

Maxine motioned to accept and Marion seconded it, passed unanimously.

Treasurer Report:

Todd said we are in good shape; we paid \$500 for the concerts and \$273 to Bernadette. Jean motioned to accept, Maxine seconded it. Passed unanimously.

President's Report:

Final edit on the **brochure** is needed. We passed the hard copy around for attendees to edit and then Steve took one copy home for one last edit. We have added more data and no additional pages. Next year will have to address this issue.

Nominating Committee is in place. Orlo Coots will be the chair, Annie Salter & Cort Russell are committee members.

Coverage at the Tram by FNCC. Space is empty and needs to be filled, brochures are messy. We have no money in the budget for a person, but Frank searched out the Granite State Ambassadors (GSA). They would love to start a North Country chapter of GSA volunteers. They will train the volunteers; we need to come up with the volunteers. All board members were encouraged to seek out individuals who would be great as a GSA at the Tram. This is a volunteer operation who will sign up to man the booth and help tourists know where to go in this area. We need to train them on the specifics in this area GSA will train them on the state. This will cost us \$12.50 a week. This is something we really need to do. We will have a nice Banner saying Welcome to Franconia Notch; GSA mans many welcome centers across the state. This year will be a little slim on coverage but we should be in good shape next year. Frank, Barbara & JD are meeting to work out the details.

Barbara to get in touch personally with the area Heritage Museums to let them know about this opportunity and see if they know of any volunteers that would like to do this.

All board members to encourage qualified people they know to volunteer. Next training is May 18 & 19 in Littleton NH

Cort motioned to approve the program, Todd seconded, passed, motion passed unanimously.

Events Team- Events are progressing.

Steve and Frank to meet with locals that do activities during the Christmas Holidays to integrate them with the cookie tour as we expand this event from the cookie tour to an Old Fashioned Christmas above the Notch.

Kathy Cote suggested any additional event should be considered for early September and not the summer; summer has several choices, down time is right after Labor Day until full foliage, but great weather and color.

No Music Fest at Cannon this fall, removed from all event listings.

Lupine Team- Report from Maxine and Kathy C.

Book at printers. Maxine brought the completed copy that went to the printer displaying the hours of work she & Brenda put in make this book happen. Some ads lost, but some gained, worked out to be a good year. \$500 outstanding for ads; Kathy not concerned as longtime participants and payment

will be forthcoming. Marion Rexford solicited all prizes for the photo contest including the Zip line ride donated by Mt Washington for the Grand prize this year.

Pay pal up and running to buy books on line

We have volunteers for flags

Marketing Team-

Web is going thru tweaking. Barbara & Theresa are developing operating procedures for the web Main focus of this team is to develop a plan for marketing outside the state. We said we needed a new web site before investing any money into additional marketing. Now that the web is in good shape this team will tackle an expanded marketing plan for opportunities for next year's budget.

Collaboration Team-

Job shadowing, Bob spoke to Mike Kelley and he needs a paragraph from each business that volunteered to support a job shadowing opportunity to provide a description of what this student would learn, experience, and be exposed to so the students can sign up.

Frank needs to send a note to the businesses that signed up

Membership Team

Member to member discount cards are available, remember ALL your employees are eligible for this card. It cost \$5, but has many times more that available in savings.

Cort suggested Barbara to send a special note directly to the larger employers to remind them of this opportunity

We are giving out blocks of cards to board members to sell to members and return the money or unused cards to Barbara

Next year need to address discounts card to clients (at inns etc) to keep them in the general area

Board members to be prepared to discuss the future members they signed up to approach about becoming a member at the next meeting

Barbara & Frank need a format to discuss the stats at the board meetings, after access to last year's after the Welcome Center is accessible.

New Business- Congratulations

Tyler Walker of the U.S. Adaptive Ski Team for winning the Mono Skier X Gold and World Downhill Championship for the 2009 season.

Barbara to put these press releases on the web

At 11:15 Cort motioned to adjourn, Maxine seconded, all approved

Next meeting May 12 @ 10:00 at the Woodsville Bank. Maxine will bring snacks