

Franconia Notch Chamber of Commerce  
Board of Directors Monthly Meeting

Date: May 11, 2009

Place: Board Room, Woodsville Guaranty Bank, Main St. Franconia, NH 03580

Time: Meeting called to order at 10:02 a.m. by President Frank Grima

Board Members Present: Frank Grima, Bill McFarland, Jean Sauls, Maxine Aldrich,  
Steve Allen, Carleen Quinn, Marion Rexford, Annie Salter,  
Orlo Coots, Greg Keeler, Cort Roussel

Others Present: Barbara Ashley

Item: The minutes of the April Meeting were presented by ED Barbara Ashley, who filled in for Secretary Rexford in April. Motion to accept minutes as presented was made by Marion Rexford, seconded by Bill McFarlane. With no discussion, motion passed unanimously.

Item: In the absence of Todd Aldrich, President Frank Grima presented the Treasurer's report. Motion to accept the report was made by Bill McFarlane and seconded by Marion Rexford. Motion to accept the report passed unanimously. President Grima stated that the budget looked good noting that the brochures were done and all bills paid.

Item: President Grima presented the following new members for Board vote approval:  
Beech Hill Auto of Bethlehem.  
Janet Moriarty, Justice of the Peace & Function Coordinator  
Joseph Riley, Supporting Member  
Ken & Kristin Reali, Supporting Members

Motion to accept all members was made by Annie Salter and seconded by Bill McFarlane and approved unanimously. President Grima stated that the membership is at 159. Any member joining now will be assessed ½ the regular dues amount as we are at the 6-month margin before annual dues assessment.

Item: President Frank Grima received a resignation from the Board of Directors from Beth Horan, stating a conflict of time, employment duties and personal commitments make it too difficult to give proper commitment to the Board at this time. Motion to accept the resignation with regret and a thank you, was made by Jean Sauls and seconded by Carleen Quinn. Motion passed unanimously.

Item: President Grima presented Annie Salter to fill Beth's position and Maxine Aldrich to serve in the Alternate position vacated by Annie. Motion was made by Steve Allen and seconded by Bill McFarlane to accept both new positions. Motion passed unanimously. It was noted that Maxine had served on the board for over 30 yrs.

Item: There were 10 applicants for the part time position at the Welcome Center for the summer/fall season. The Personnel Committee selected two finalists for interviews. President Grima, ED Ashley and Bob & Kathe Tortorice interviewed the two candidates. Priscilla Krauz of Campton was offered the position and she accepted. She will begin orientation on May 26 and begin regular hours on Memorial Day weekend. The Welcome Center will be opening May 17 for further work on the office space and completion of welcome center maintenance. Anyone with free time is welcome to help.

Item: The Events Team has had several meetings with Team Captain Ilja Chapman. Plans are well underway for the new Christmas Around Franconia Notch event that will take place from Friday following Thanksgiving to Christmas Eve. The event is partnered with Lincoln-Woodstock, Littleton and Bethlehem to promote existing events and develop new ones. It is hope businesses will offer package plans. A small guide booklet will be designed and printed featuring the events, hopefully paid for by advertisers. A rack card has been done to promote the event all season hoping to draw people back for the holiday events and celebrations. A cost of up to \$600.00 was needed for 5,000 rack cards to be printed. A motion to expense this amount was made by Steve Allen and seconded by Orlo Coots. The motion passed unanimously. President Grima encouraged members to attend the events meetings whenever possible.

Item: Maxine Aldrich reported that the Lupine Festival Books are here and ready for delivery along with posters for the event. Mountainside Guide and North Country News have published great articles featuring the Lupine Festival. The Moose Exhibit has been confirmed as an attraction. The cost for the exhibit was paid for by a single donor. The exhibit will be on display at the Sugar Hill Meetinghouse June 12 and 13. Maxine announced the flags will be up for Memorial Day weekend. ED Ashley reported that the Lupine Books are for sale on the website and sales have been good. A special thank you was given to Maxine and Brenda Aldrich and Kathy Cote for all the work they have put into the Festival over the years.

Item: In the absence of Bob Tortorice, President Grima reported that the Collaboration Team is working closely with the Lincoln-Woodstock Chamber to obtain JPP Grant funding for our joint marketing strategies this coming year in Ski NH and White Mt. Attractions.

Item: Cannon Mt.'s Marketing Director, Greg Keeler, reported that business at the mountain was up 3% this year in total, compared to other state facilities reporting figures down for this past season. The Mittersill project is out for bids and on track for usage next winter (2010-11). New trail maps were developed this year, but names for the trails have not been given. The Flume Gorge opened May 1<sup>st</sup>; the Aerial Tramway will open May 28<sup>th</sup>. It was noted that season passes for Cannon for 2010-11 are ½ priced for active duty and all retired military reserves.

Item: President Grima announced that he has accepted a position in the Board of the Old Man of the Mountain Legacy Fund to help with marketing strategies for the proposed granite monolith

memorial monument spread out along the pathway from the base of Cannon to the shores of Profile Lake. The annual Profile Awards will be held on May 16 at the Peabody Lodge this year from 3 – 5 pm. All are encouraged to attend.

Item: Carleen Quinn reported that a Poker Run for 175 motorcycles will take place September 11, 2010, to benefit the U.S. Marine Toys for Tots Program. Marines will take place in the event and be on hand to readily assist. All proceeds will be used to benefit our area.

There being no further business, motion to adjourn was made by Orlo Coots and seconded by Frank Grima.

Meeting adjourned at 10:42 am.

Respectfully submitted,

Marion Rexford  
Secretary

#### NEXT MEETING

Tuesday, June 8, 2010 at 10:00 am  
Board Room, Woodsville Guaranty Bank, Main St. Franconia, NH