

## **Franconia Notch Chamber of Commerce- May 12, 2009 – Woodsville Bank**

Frank Grima called the meeting to order at 10 am.

Board Members present: Maxine Aldrich, Orlo Coots, Frank Grima, Steve Allen, Greg Keeler, Jean Sauls, Cort Roussel and Executive Director Barbara Ashley.

Members present- Marion Rexford and Kathy Tortorice

\*Secretary's Report- Maxine noted that Jason Kern's name was omitted from the April minutes in the congratulations section. Also, Cort Roussel's name was spelled incorrectly. Maxine made motion to accept minutes as amended, seconded by Orlo. Passed

\*Treasurer's Report- presented by Todd Aldrich. Jean made motion to accept report, seconded by Orlo. Discussion followed. Passed.

\*President's Report- Kathy Tortorice gave an update on the next phase of the strategic plan. Job descriptions for officers and team leaders are being created. The responsibilities of each team will be evolving.

Frank thanked Kathy for her continued hard work with the Chamber's Strategic Plan.

Barbara passed out the Executive Directors manuals.

-Welcome Center- Barbara and Frank have been getting the Center opened for the upcoming season. Official opening is May 15.

-Thank you to Leigh Starer for once again supplying and decorating the flowers for the Welcome Center.

-The Chamber is soliciting estimates for repair of the Welcome Center roof and sign.

-At the Profile Awards ceremony, the new Granite State Ambassador program with the Tram Welcome Center was introduced. A GSA program is being set up to staff the Tram Welcome Center. Frank and Barbara are attending the GSA seminar. The Chamber is working on a GSA incentive packet/ card/ welcome bag for traveling GSA's to come to volunteer at the Tram Welcome Center.

-Web Stats- There are now new reports available from Silvertch, which should help the FNCC with Web marketing.

-Marketing team is seeking RFP's for the Chamber brochure for 2010. Design and printing to be done by printer. Ads, data and content to be solicited and compiled by the Chamber.

-Frank made motion to approve up to \$14,000 for Fall/Winter marketing campaign to be submitted for JPP matching grant funding. Steve Allen seconded motion. Discussion followed. Passed.

-Website- Theresa has put together an instructional manual on how to take care of and update website.

-Chamber Monthly Meeting minutes and agenda are now posted on the website.

-A map of natural rock formations will be put on the web to help visitors find them easier.

-A map of the various attractions will be put on the site as well to show visitors what the area has to offer.

-Paypal is now on site for public to purchase books, members to purchase Member-to-Member Discount Cards; members can pay their dues.

\*Events team- Steve will be stepping down as team leader. He will stay on as Cookie Tour coordinator.

\*Collaboration Team- Littleton and FNCC will swap brochures for stocking at each Welcome Center.

\*Membership Team- working on a Visitor Coupon Card similar to the Member-to-Member Card.

\*Lupine Flags will be going up at the end of May or early June.

\*Orlo made a motion for the meeting to adjourn and was seconded by Frank Grima. Adjourned at 11:15.

Next Meeting---Tuesday, June 9, 2009- location TBA