

Franconia Notch Chamber of Commerce  
Board of Directors Monthly Meeting

Date: June 8, 2010

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

Time: Meeting Called to order at 10:00 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, Todd Aldrich and Executive Director Barbara Ashley

Item: The minutes of the May Meeting were presented by Secretary Marion Rexford. Motion was made to accept the report by Carleen Quinn and 2<sup>nd</sup> by Marion Rexford. No discussion and was passed unanimously.

Item: Treasurer Report was presented by Treasurer Todd Aldrich. Motion to accept by Frank Grima and 2<sup>nd</sup> by Orlo Coots. Passed unanimously.

Item: President Grima presented a letter of support request from the Lafayette Lions Club for Franconia Old Home Day. Treasurer Aldrich noted that last year we donated \$500.00. There was much discussion with Barbara noting that this Years' theme for the parade was "Local Heroes". Amongst them would be Bode Miller and Tyler Walker along with Veterans of WWII and Bonnie Young Ouelette, serving actively. Following 2 tours in Iraq. A discussion regarding the cost of the fireworks ensued. It was decided that the two were separate decisions. Orlo Coots made a motion to donate \$750.00 to the Lions Club for Old Home Day, with a second from Marion Rexford. Passed unanimously. Bill McFarlane made a motion to donate \$500.00 for the fireworks with a second from Steve Allen. Check to be made payable to the Franconia Recreation Dept. Passed unanimously.

Item: Lupine Festival: Maxine Aldrich reported that the first weekend went well in spite of the rain. Barbara said that a great number of the Lupine Books were sold. Maxine discussed the fact that there could be shortage of support monies to cover all the expenses especially referencing the cost of the bands. It was the consensus of the board that any shortfalls for the Lupine Festival Events would be compensated for by the Chamber as The Lupine Festival is a Chamber Sponsored Event.

Item: New Members: Adaptive Sports – Carol Campbell – Non Profit  
Willing Workers Society – F. Sylvia Hutchinson – Non Profit  
Exit 41 Rental Center

Motion to accept these members by Annie Salter and 2<sup>nd</sup> by Bill McFarlane. Passed unanimously.

Item: Marketing: President Grima reported that the Lincoln Woodstock Chamber will write and apply for the grant for the advertising for Ski NH and NH Attractions magazines with Franconia as a component. They will fund the whole expense and bill the Franconia Chamber for their portion when appropriate. This will alleviate a lot of time consuming work for the Franconia Chamber.

Membership: President Grima presented an alternative idea currently being used by the Lincoln Chamber for greater success in attaining new members. Called "The Test Drive", the idea was to offer new prospects the opportunity to be a temporary member of the Chamber with website exposure for three months free – July, August, and September. They would also be allowed to buy a tile ad. On September 1<sup>st</sup>. These members will be billed at the same time as the full membership. All members paid by October 1<sup>st</sup> will continue all benefits as members of FNCC thru October 1, 2011. It was noted that they would be informed that the temporary membership would not include representation in the Chamber brochure unless dues is paid by Oct. 1, 2010. Barbara Ashley will interject the Test Drive Members into our data base maintenance. A motion to implement the Test drive was made by Orlo Coots and 2<sup>nd</sup> by Todd Aldrich. It was noted that this would be on a trial basis for the year 2010. Passed unanimously.

Item: Brochure President Grima presented the printing errors in the 2010 brochure. Map errors were noted, but the listing of Bishop Farm Bed & Breakfast 800 number for Adair Country Inn & Restaurant was the glaring error. Following much discussion from experiences of the members present, a better editing process will be instituted going forward. All members will receive a proof copy of listings and required to edit and signoff on their information. It was discussed and approved to give Adair a free Box A tile ad on the web page of their choice, and to compensate Bishop Farm B&B for any costs incurred by receiving calls intended for the Adair on their 800 line. A motion was made by Todd Aldrich and 2<sup>nd</sup> by Marion Rexford to implement the new procedure for the next year. Passed unanimously.

Item: Events: Plans for the Christmas Around Franconia Notch month-long event are coming together; lots of participation and interest. Some of the winter events from the former "Frostbite Follies" will be incorporated with new and traditional events. Rack cards developed by President Grima are available for display all summer/Fall season to encourage visitors to return for their favorites of the many choices to celebrate the season.

Item: It was noted that volunteers are needed for Old Home Day, to pass out candy and carry our banner. Jean Sauls offered to be a banner person.

Item: New Business: President Grima announced plans to develop an area map of member locations for the outdoor display board between the Town Hall and the Welcome Center to contain add opportunities at the top and bottom pay for the cost of printing.

The map will last until updated changes are needed. Greg Keeler offered to research printing prices for the map. Jean Sauls, Barbara Ashley and Maxine Aldrich will work on the project.

With no further business, motion to adjourn was made by Orlo Coots, 2<sup>nd</sup> by Bill McFarlane. Meeting adjourned at 11:28am. .

Respectfully submitted,

Marion Rexford  
Secretary

#### Next Meeting

Tuesday July 13, 2010 at 10:00am  
Board Room, Woodsville Guaranty Bank, Franconia, NH