

## **Franconia Notch Chamber of Commerce- June 9, 2009 – Woodsville Bank**

Frank Grima called the meeting to order at 10 am.

Board Members present: Maxine Aldrich, Orlo Coots, Frank Grima, Steve Allen, Jean Sauls, and Bob Tortorice

Members present- Marion Rexford

\*Secretary's Report- Maxine made motion to accept minutes as amended, seconded by Jean. Discussion followed. Passed

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

\*Frank thanked Kathy Cote, Maxine, Brenda Aldrich, Marion and Jean for all the work on helping w/soliciting and collecting Lupine ads and putting together the Lupine Festival book.

\*President's Report – Brochure for 2010/2011 is being put together for submission for a JPP grant. Barbara Ashley submitted application June 9.

-Frank commended Barbara's dedication to her job in the JPP/Brochure process.

-Frank submitted a mockup of the new brochure design.

-RFP's are being put together and will be sent out this month.

-Frank explained the JPP process. Brochure, magazine ads and website promotion are all elements being applied for. The magazine ads include SkiNH full-page ad 10/09-10/10, White Mountain Attraction Travel Guide full-page ad and web ads for White Mtn Att and VisitNH.gov.

-All elements come to a total cost of \$24,175, of which \$11,590 will be covered by the JPP grant, if accepted.

-The Board has already approved the funds. Today we saw the results of the Marketing team.

-Bob said that you to the Marketing team for a job well done. The team consists of Frank, Bob, Kathy Tortorice, Bridget Atkins, Cort Roussel and Barbara Ashley.

-The Welcome Center is open for the season. Bob stated that the roof and bathroom need repair. 3 quotes have been received for the repairs. It was recommended that the Chamber approve \$1525 for the roof and \$475 for the bathroom repairs. Orlo made motion to approve the monies needed for the repairs. Payment will not be made until the Town funds are received. Jean seconded motion. Discussion followed. Passed. Bob will contact Jean Young to do the work.

-Website stats not presented. However, several members have made statements that the Chamber site has become a better referral site than in the past.

\*Events team- Steve Allen will be only working on the Cookie Tour. He will no longer be in charge of the Team. A new Team Leader for Events is needed. A letter will be sent out to the membership asking for the spot to be filled.

-The Lupine Festival is under way with a good start the first weekend. Lupine Flags were put up by Bob and Bill Melekas. This brought up the discussion on the need to replace many of the flags. The need for a Capital Repair Fund was discussed.

\*Collaboration team- There has been discussion with the Linwood Chamber for a trial Cross membership program. Members of Franconia will be able to become new members of Lincoln Woodstock for 25% discount off their first year of dues and vice versa. Bob made a motion where FNCC is to offer current members of LWCC a 25% discount off their first year's and the same offer will be made from LWCC to FNCC members. This offer is only good if the FNCC member is not a LWCC member currently and vice versa. If the member is currently a member of both chambers, that business is not eligible for the discount. Discussion followed. Passed.

-LWCC Mountain Fest was held Memorial Day weekend. The LWCC passed out FNCC brochures during the event. For next year, FNCC members will be able to exhibit, even if they are not LWCC members. GeoCache Dash event brought in 28 teams, only 2 of which were local teams. The LWCC wants the FNCC to help expand the event for next year.

-The team is working on a Regional Discount coupon book.

- The BIA Business roundtable will take place in Lincoln on June 24

- Loon Country magazine is printed and distributed.

\*Membership team- Recommended new membership category of Individual Supporter. This is for individuals without a business or non-profit affiliation to be able to join and support the Chamber. The dues are to be the same as non-profit. Bob made a motion to add this new category, seconded by Jean. Passed.

-Orlo made motion to continue offering the New Member referral program. Seconded by Bob. The 25% discount of the new member's dues amount will be applied to the current member's dues for the following year. Referring member must be a member in good standing at the time of referral.

\*Maine made motion to give the Executive Director a 3% pay increase, effective July 1, 2009 and a 10% new member dues incentive. Jean seconded motion. Discussion followed. Passed.

\*Scholarship Fund- This program was initiated by Cort Roussel. The program needs new member donations and the Chamber is looking into having a fundraiser for the program. This program will, be under the Membership team.

\*Orlo made a motion for the meeting to adjourn and was seconded by Steve. Adjourned at 12:10.

Next Meeting---Tuesday, July14, 2009- location – Woodsville Guaranty Savings Bank Board Room