

Jamestown Chamber of Commerce
Minutes: Board of Directors Meeting
Thursday, December 7, 2017
5:30pm
Lila Delman Conference Room

Present: Ben Thomas, Maria Flood, Mark Swistak, Jr., Jeff Bush, Peggy Kopelcheck, Iain Wilson,
Susan Hackman, and Ernie Savastano

1. **Call to Order:** Maria called meeting to order at 5:33pm.
2. **Minutes of October Meeting:** No November meeting, so no minutes to approve.
3. **Treasurer's Report:** Cathleen could not attend, but emailed the account balances. General Account \$18,143.67. Chamber Check account \$4,056.67.
4. **Executive Directors Report:** Monique emailed her report. It is attached at the end of the report.
5. **Old & New Business/Committee Reports:**
 - i. **Events:** [Committee: Mark, Ben, Peggy, Maria, Kristen & Donna DeFusco]
 1. Holiday Party/Fundraiser (12/9/17):
 - a. All seems to be in order. Susan is bringing the Square payment for credit cards, Maria grabbing the glow necklaces, raffle items will be dropped off, all set for 50/50 raffle, poinsettias have been dropped off, music is all set, and Bay Voyage has estimated count.
 2. Potential Fireworks Participation (2018):
 - a. Agreed that we get through the Holidays and discuss at next meeting. Have Bob Bailey back in and see how we can assist this year, then discuss maybe taking over.
 3. Winter Breakfast Series
 - a. Discussed options – Bridge Authority representative still willing, and potentially another Tax talk for how new proposed tax could affect us.
 - b. Discussed a brainstorming/new member drive meeting, happy hour, at Bay Voyage to talk about what we do and what we can do. Proposed date of January 25th from 5-7pm. Still needs to be hashed out, but would like to put an ad in Press to promote members and potential new members.

4. Annual Meeting (March)

- a. Discussed options, and Peggy said she would speak to John at the Narragansett Café to see if they would host it. Could be a way to get them back in the Chamber. Also, Jeff was going to reach out to another Comedian. 2nd option seems to be the Conanicut Yacht Club. Shooting for usual mid-March.

b. Government Relations: [Committee: Jeff, Bill]

1. 2017-2018 Fiscal Year Town Monies (\$4,000.00) Available to promote members/community.
 - a. Potential Uses: **Holiday Stroll Ad**- Susan motioned to use some of these funds for the Holiday Stroll ads we had in the Press. Jeff 2ndd, and all were in favor.
 - b. We want to do the Re-usable bags, and will likely use these monies as well to offset costs for members.

c. Marketing/Public Relations: [Committee: Ben, Peggy, Iain]

1. Town Calendar of Events – discussed in ED report. Board felt it wasn't in our interest to take over. Ernie mentioned that Town is already working on one for their website, and Jeff was going to follow up with Lisa. We already have a calendar on our website, so would conflict.

d. Membership [Committee: Maria, Jeff, Bill]

1. No new members for months of October or November 2017
2. 2017 Membership Drive – Could coincide with our brainstorming happy hour to get an ad and promote new members coming to the event.
3. 2018 Membership Invoices

e. Finance [Committee: Cathleen, Susan]

1. Annual Budget – in good shape. Have monies to potentially do more advertising, give more to Playground.

f. Notes

g. Board Member Terms

1. 2015-2018

- a. **Peggy (First term)**

b. Bill (2017-2018 Completion of Rusty's 2nd term, then eligible for (2) additional 3-year terms (2018-2021, 2021-2024))

c. Mark (Second term)

2. 2016-2019

a. Ben (Second term)

b. Ernie Savastano (2017-2019 Completion of Marilyn's 2nd term, then eligible for (2) additional 3-year terms (2019-2022, 2022-2025))

c. Cathleen (Second term)

d. Maria (Second term)

3. 2017-2020

a. Jeff (Second term)

b. Susan (First term)

c. Kristen (First term)

d. Iain (First term)

Meeting adjourned at 6:20pm

Next Meeting: Thursday, January 4, 2018 at 5:30pm

Executive Directors Report

DECEMBER 2017

1. We definitely need to start planning for the Holiday Stroll earlier next year. I was ultimately able to turn the map around within a little over a week in time for the very early deadline this year, but it was a close call because many businesses have to think about their changes/what they want to do and require many follow-ups and reminders. Thank you to Susan and Cathleen for assisting in checking in with some of the businesses.
 - **Please let me know if the Stroll Invoice that I received today from the Press (\$620.00) should we submitted to the Town for payment? I would suggest we do since we haven't used any of the 2017-2018 \$4,000.00 monies yet.**
2. I ordered a new supply of Chamber Checks (500 of each denomination \$5s and \$20s) as we were almost out of \$20s prior to the Stroll. I distributed new supplies to all 4 retailers prior to the Stroll and am in the process of picking up the sale monies in order to find out how we did.
3. I sent out annual membership dues invoices & letters on 12/1/17—renewals should be coming in throughout the next couple of months so we can better assess if we are losing any members for 2018. I asked members in the letter to provide updates to their contact information and/or if they had any suggestions for 2018, as well as a summary of 2017 events and membership benefits.
4. I am still working on the Membership Drive via e-mail - I've been sending out an email with the application and would like to get up to 100 emails. I am planning to complete this within the next week or so. If anyone has any ideas of businesses to target, please let me know.
5. This week I met with Gene Mihaly (Town Council/JAC), Andy Wade (Rec Dept.) and Michael Dym (Island Realty) regarding a Town wide calendar — www.jamestownrcalendar.com — that Michael created in order to have one comprehensive calendar listing all one-time events in Jamestown. They brought me in to discuss the Chamber “taking over this calendar” and it was also first mentioned that perhaps it would offer advertising opportunities to our members. The big advantage is that if we were the “host,” theoretically, more people would be exposed to the Chamber when looking for events and the events would bring more people to Jamestown. However, Michael's goal seems to be more to promote the Arts/Culture/Non-Profit groups, which clearly also meets the above goal of bringing folks to Town, but he would want the listings from Member's limited to one-time events only, rather than commercial/sale opportunities and there doesn't appear to be advertising opportunities for members without making this overly complicated which I believe would be beyond what Michael is willing to assist with. There is also questions of how much we have to manage this vs. Michael, as well as

potential future IT issues/Trolls/Spam/unwanted comments left on the page (open forum right now), etc. There is also the possibility - and I believe groups are already using this - for each group to create their own Administrator to upload their own events (this is why I questioned why the Chamber would need to host, rather than simply be a contributor if it is essentially self-run). I am not sure we want to take on the risks/responsibility of potential IT issues/maintenance/the policing of what can and cannot be on the site and the monitoring of comments left. If this is something the Board might be interested in, I can outline this more at the January meeting, if necessary, but I think we would need to learn a lot more from the other 3 interested individuals before committing to anything to find out the real goals and logistics to find out if we are the right fit or not, or whether a "host" is really even necessary.

6. I am scheduled to meet with Robert next week about potential options for 2018 marketing projects i.e. another business card directory or a welcome guide, that we briefly discussed last year. I will hear his options and update the Board at the January meeting, but if there is anything particular of interest, please let me know so I can discuss this with Robert. **[We do need to decide how we will spend the remaining monies from the Town's \$4,000.00 by June 30, 2017 whether this is on reusable bags or a project through the Press or something else?]**
7. I've sent 40+ homeowner postcards for September, October and November.
8. Cathleen asked that I update the Board Member Contact Information sheet which has not been updated since the 4 new Board Members came on board.
 - **Susan, Iain, Bill and Kristen - could you please send me your cell phone, home phone, work phone numbers, as well as home and work mailing addresses.**