

FRANCONIA NOTCH CHAMBER OF COMMERCE

BOARD OF DIRECTORS MONTHLY MEETING

JUNE 14, 2011

Place: Woodsville Guaranty Bank, Franconia office

Present: Bill McFarlane, Steve Allen, Maxine Aldrich, Marion Rexford, Jean Sauls, Carleen Quinn, Frank Grima and executive director, Barbara Ashley

Absent: Todd Aldrich, Greg Keeler, Annie Salter, Bob Tortorice, Orlo Coots

Meeting was called to order at 10:05 by President, Frank Grima

Item: Secretary's report was presented by Marion Rexford. A motion to accept was made by Maxine Aldrich and 2nd by Bill McFarlane. No discussion; passed unanimously.

Item: President Frank Grima presented the treasurers report in the absence of Todd Aldrich. A motion to accept was made by Marion Rexford with a 2nd from Carleen Quinn. The financials look good. The scholarship portion was turned over to the Lions Club. We have not as yet received the funds from the tri- towns. \$ 16,900.00. QuickBooks has been installed on the computer at the Welcome Center and there is great appreciation for all the work that Sharon Hoyle has accomplished from the chamber. We will be using the program for future billing. All backup and security is in place. With no further discussion the report passed unanimously.

Item: President Grima reported that the nominating committee for the year is made up of Orlo Coots, Annie Salter and Cort Roussel.

Item: Welcome Center: Marie Stevenson is working at the center now on Saturday and Sundays thru Columbus Day and also covering Barbara's vacation time. She is very knowledgeable about the area and good with people. Appreciation also goes out to Leigh Starer for doing the flowers at the center.

Item: Old Home Day Executive director, Barbara Ashley reported that once again the chamber would be involved in the Old Home Day Parade. Last year the chamber supported it with a donation of \$750.00. A motion to donate the same amount was made by Carleen Quinn and 2nd by Marion Rexford. Passed unanimously. The theme of the parade is "America the Beautiful". Grand Marshalls will be the three oldest citizens from the tri towns driven by a selectman from each town. There was some discussion as to whether or not the Lions Club would be continuing with Old Home Day but it was the consensus of the group that the Chamber could not be responsible for taking on this responsibility.

Item: Team updates and reports: Frank, Ilja and Barbara met on Memorial Day to discuss marketing goals. A proposal by President Grima was as follows: Due to the fact that most people do their vacation planning by web well ahead of time, a suggestion that we do not do the brochure as we have always done, but rather do a high quality two-sided rack card (60K) for the marketing of the area and a local area business directory (2K) which would be available for all businesses and the Center. This would greatly reduce our marketing cost as Frank would be able to design the rack card if everyone felt that was the way to go. He asked all to think about this proposal and we would do a two part vote (one for the rack card and one for the directory) at next month's meeting.

Item: President Grime also presented a proposal regarding SEO Funding. (Search Engine Optimization). Jason Robie of Ridgeview Technologies has the expertise to bring our website up to its maximum strength of higher rankings by utilizing key words and procedures that bring persons right to our website quickly. His fee is \$35.00 per hour and it is estimated at three hours per week at an annual cost of \$5400.00. This cost is matchable by grant monies. Frank would need a

board resolution to be able to apply for the grant money for the second round for an amount of ½ of the \$5400.

This resolution is as follows:

Following the discussion for seeking a JPP grant to fund costs of SEO utilization by Jason Robie of Ridgeview Technologies, a motion was made by Steve Allen to authorize Frank Grima, as President of Franconia Notch Chamber of Commerce, to apply for a State Matching Grant on behalf of the organization and to certify that the membership is not decreasing its commitment for this project by seeking these funds. Motion was seconded by Carleen Quinn, and unanimously approved. The Executive Director will prepare a resolution of the Board of Directors reflecting the date and action.

Item: President Grima also presented an offer by Veronica Francis of Notchnet who publishes our weekly notes and news for the chamber to present a seminar on how to effectively use Facebook as a marketing tool. Facebook has become a very powerful tool in the marketing world and posting new items helps to promote interest in the business. Veronica has offered to do this evening seminar free of charge for all that are interested..

Item: Another key item for marketing is the use of You-Tube. The idea is to use technology rather than paper. Placing and uploading videos to ones website. This could be something new and unique that we could offer to our membership.

Item: Collaboration: President Grima and Mark LaClair of the Lincoln-Woodstock Chamber have been in discussion of ways that a joint base chamber membership would be possible to promote businesses in each area. Challenges would be how to handle the dues and a universal name representing each chamber.

Item: Membership participation - A discussion ensued on how to motivate membership participation in events. A possible suggestion was that if a business member were to donate a minimum # of hours, an award of "chamber bucks" would be given against annual dues.

Item: President Grime proposed that the Chamber hire Lorna Colquhoun to do press releases for the chamber on a quarterly basis. This would ensure good media coverage for events in a timely manner and also get correct information out. In the past this has been a problem as many of the publication firms do not update their information from year to year. It was noted that it would probably take 8- 10 years of work for each press release at an estimated cost of 18.00 hourly and this would be on quarterly basis.

Item: Antique Show. President Grima reported that there would be no Antique Show this year. Barbara Serafini needs the time off and Bob Chase is not well. So loss of funds this year. Barbara intends to reinstate the show for next year. There will however, still be a Fall Festival.

Item: Chamber Policy regarding public or political agendas. The Chamber will not be taking a stand on any public or political agendas such as the "Northern Pass" as the Chamber represents many businesses and the board does not vote for the total.

Item: New Business: This is President Frank Grima's last year as president. He has asked Steve Allen if he would consider the position if he remains in as vice- president.

On a motion by Bill McFarlane and 2nd from Marion Rexford, the meeting was adjourned at 11:14 a.m.

Respectfully submitted,

Marion Rexford, Secretary

NEXT MEETING
Tuesday, July 12, 2011
Woodsville Guaranty Bank, Franconia Office