

FRANCONIA NOTCH CHAMBER OF COMMERCE

BOARD OF DIRECTORS MONTHLY MEETING

JULY 12, 2011

Place: Woodsville Guaranty Bank, Franconia office

Present: Greg Keeler, Bill McFarlane, Steve Allen, Jean Sauls, Todd Aldrich, Frank Grima and Executive Director, Barbara Ashley

Absent: Marion Rexford, Annie Salter, Bob Tortorice, Orlo Coots, Carleen Quinn, Maxine Aldrich.

Meeting was called to order at 10:04 by President, Frank Grima

Item: Secretary's Report of the regular board of directors' meeting of June 14th was presented by President Grima. Motion to accept made by Bill McFarlane, seconded by Jean Sauls. Following no response for discussion, motion to accept was approved unanimously.

Item: Secretary's Report of the special meeting of June 22nd was presented by President Grima. Motion to accept made by Bill McFarlane, seconded by Steve Allen. Discussion from the board ensued around lack of response from the Selectboard of Easton to President Grima's letter and questions regarding the Easton Town Warrant from March which appropriated monies for the chamber and passed by vote from the town for the selectman to carry through on all affirmative warrant article votes. With no further discussion, motion to accept the report was approved unanimously.

Item: Todd Aldrich presented the monthly Treasurer's Report Motion to accept was made by Jean Sauls, seconded by Bill McFarlane. Treasurer reported that Franconia and Sugar Hill Town appropriations for the Chamber have been received. Discussion ensued on Lupine Festival expenses and income pending. Other discussion on membership and the annual membership drive to be launched August 1st. With no further discussion, motion to accept the report was approved 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: President's Report was presented. Items included as follows:

- A. Old Man Legacy Fund: It was reported that pavers for the pavilion are available in three sizes, and that FNCC, as stewards of Franconia Notch State Park, may wish to consider a presence there with others for posterity. Following a discussion of possibilities, with suggestions from others for content and size, Jean Sauls made a motion to have the chamber purchase a large paver with our logo and website engraved on it. Seconded by Steve Allen, the motion was passed unanimously. President Grima will present the design and expedite the paver to be installed following its purchase.
- B. Newest Member: ED Ashley reported that Pemi Valley Moose Tours & Excursions of Lincoln had joined our chamber. Following discussion from Steve Allen regarding the dues assessment level, the board voted unanimously to approve the seasonal business of 2 employees at the \$125 assessment.

C. Rack Card/Member Directory: Discussion on an FNCC Directory for next year was brought forward from last month. ED Ashley presented an example and described format, style and advantages. Other discussion ensued regarding the pros and cons of producing a directory. The most popular thought was the advantage to all members of the chamber that cannot be listed in a brochure. Discussion centered on the diversity of our members that have a variety of technical levels and marketing. Mention was made that a directory would give all members a better "in-hand" communication vehicle with all members beyond our website, which can be challenging to those in lesser technical service areas. Other factors mentioned were ease of members supporting members, information on our towns, and a directory as a better tool for attracting people to the quality of life in our region, people relocating, 2nd home ownership, for instance. Consensus of the board was to get estimates for producing a directory, and to work with the marketing team before bringing back to the full board. Time is available as a directory would be produced in the same time frame as our current brochure. President Grima will set a marketing team meeting and will invite all interested to participate. Greg Keeler and Steve Allen expressed a desire to serve.

Item: ED Ashley gave report on the success of Old Home Day from the chamber's point of view, and mentioned the gratitude from the Lafayette Lions Club for helping to make this day possible financially and organization of events. Thank you letters were sent to President Grima.

Item: President Grima reported that the collaboration with Lincoln-Woodstock CC was going well with joint ads for Ski NH magazine and the WMA Travel Guide. A draft should be eminent for our approval.

New Business: Greg Keeler reported that the Moose Forever Locked exhibit was on display this summer at the Flume Gorge Welcome Center. It is proving to be very popular and a great draw. Greg also reported on the incorrect phone number for contacting the Flume WC to display rack cards or brochure space. Corrections and additions will be made in our weekly newsletter.

No further business came before the board. A motion to adjourn was made by Bill McFarlane and seconded by Greg Keeler.

Meeting Adjourned at 11:17 am.

Respectfully submitted,

Barbara Ashley (for)
Marion Rexford, Secretary

NEXT MEETING
10:00 am, Tuesday, August 9, 2011
Woodsville Guaranty Bank, Franconia Office