

FRANCONIA NOTCH CHAMBER OF COMMERCE
BOARD OF DIRECTORS MONTHLY MEETING
AUGUST 9, 2011

Place: Woodsville Guaranty Bank, Franconia Office

Present: Greg Keeler, Bill McFarlane, Steve Allen, Jean Sauls, Frank Grima, Annie Salter, Marion Rexford, Maxine Aldrich and Executive Director, Barbara Ashley.
Visitors: Tina Lunderville and Tim Boudreau of Laconia Savings Bank.

Absent: Bob Tortorice, Todd Aldrich, Orlo Coots and Carleen Quinn.

Meeting was called to order by President Frank Grima at 10:08 a.m.

Item: Secretary's report of the regular board meeting of July 12th was presented by President Grima. Motion to accept by Bill McFarlane, seconded by Annie Salter. With no discussion ensuing, motion to accept was approved unanimously.

Item: Treasurer's report was presented by President Frank Grima, in the absence of Todd Aldrich. Motion to accept by Marion Rexford, second by Annie Salter. No discussion, motion to accept was approved unanimously.

Item: President's Report was presented. Items as follows:

President Grima exhibited the new Lincoln-Woodstock/ Franconia Notch Chamber of Commerce Ad for Ski NH Magazine.

The new 3-page membership application that was completed in June is on the website and being distributed. A news release was sent to the entire membership to encourage members to get others to join. President Grima once again re-affirmed that members get 25% of the dues from any new member recommended as credit toward their annual dues. Members may earn up to the full amount of their own dues assessment by promoting new members.

President Grima received a letter of appreciation from the Old Man Legacy Fund for our contribution of a paver and chamber assistance in the project.

President Grima received no formal reply from the Town of Easton in response to his letter of last month. However it was reported by another chamber member that the town of Easton's selectmen would do whatever they felt was in the best interest of their town in regard to the Northern Pass situation and the withholding of town support for the chamber.

President Grima spoke about new technology that relates to QR codes. These codes can be scanned by smart phones and can immediately download whatever site the QR code represents for fast information for travelers. The Franconia Chamber will have one on the glass of the information booth for the convenience of our visitors in keeping with the most recent technology information available.

Item: There was no collaboration meeting this month.

Item: Marketing: An email was sent to the membership out to see if there were individuals who might be interested in serving on the marketing committee. To date, President Grima has two new persons. Hopefully there will be more.

Item: Events: President Grima inquired as to whether anyone knew how the Top Notch Triathlon and the Littleton Hospital's "Feelin' Top Notch" event went this past weekend. No one had a report.

Item: Brochure versus Rack Card. Discussion ensued on the doing away with the brochure versus having a rack card. Maxine Aldrich and Steve Allen felt there was a better advantage with the brochure, as it contained the businesses of the area and their services. Barbara Ashley related that businesses want to be in a directory. Greg Keeler felt that neither were the primary source of bringing visitors to the region and the benefit of them was only after the visitors arrived here. Maxine suggested that we have a sample of the rack card to view. President Grima said that the marketing team should be the one to make the recommendation to the board for final approval.

Item: No old business

Item: New Business: Christmas Around Franconia Notch rack card has been redone reflecting the annual date. The Quarterly Newsletter will be launched this week highlighting everything thru Thanksgiving. The Tri-Town mailing will be done in November.

With no further business, the meeting was adjourned by a motion from Bill McFarlane and a second from Annie Salter.

Meeting adjourned at 10:52 a.m.

Respectfully submitted,

Marion Rexford, Secretary