

FRANCONIA NOTCH CHAMBER OF COMMERCE
Board of Directors Monthly Meeting
Tuesday, March 8, 2011

Place: Board Room, Woodsville Guaranty Bank, Franconia Office

Present: Frank Grima, Carleen Quinn, Maxine Aldrich, Bill McFarlane, Steve Allen, Todd Aldrich, Jean Sauls, Barbara Ashley

Absent: Bob Tortorice, Marion Rexford, Annie Salter, Orlo Coots, Greg Keeler

Meeting called to order at 10:03 am

Item: Secretary's report was presented on behalf of Secretary Rexford who was absent. Jean Sauls noted that a report from the 2010 Antique Show was unreported to the Board of Directors. She also asked that special thanks be given to Barbara 'Serafini and Bob Chase for their efforts to make this event an annual success for so many years. Motion to accept the minutes as amended and noted by Jean Sauls was made by Carleen Quinn, seconded by Bill McFarlane. Motion passed unanimously. Following the vote, ED Ashley suggested that secretarial reports should be signed and respectfully submitted. Maxine Aldrich approved, stating that it was done so in years past, but had been lost in the change in officers over the years. President Grima requested that the organizational standard of operation be restored. Agreement by all followed, and the Secretary shall be duly advised. .

Item: Treasurer's report was presented by Treasurer Todd Aldrich. President Grima spoke to line items noting changes from fiscal year 2010 reflecting an increase in activities, events and membership; the latter based on the number of attractions rising to 10 from 3. President Grima gave special thank yous and deep appreciation to Kathe Tortorice and Sharon Hoyle for donation of time, skill and a reduced cost in setting up and converting the Treasurer's accounts and chamber membership databases to QuickBooks for a more efficient fiscal operation of time and management. Motion to accept the Treasurer's report was made by Carleen Quinn, seconded by Bill McFarlane. Motion passed unanimously.

Item: President Grima presented two new members to the board for official vote:

Capital Well Co., Inc. of Lancaster

Monkey Trunks High Ropes & Zipline Adventures, Weirs Beach, Laconia

Motion to accept was made by Bill McFarlane and seconded by Todd Aldrich. The new members were approved unanimously.

Item: President Grima presented reports from the Events, Marketing and Collaborative Team leaders as follows:

1. Sweet Mountain Comedy Night with Juston McKinney: Major sponsors include Woodsville Guaranty Bank, Littleton Chevrolet, Crossstown Motors and North Country Environmental Services. Cannon Mountain View Motel & Restaurant are donating lodging for Juston and his guest, Exit 41 Rental is donating the stage lighting, radio stations are providing matching advertising and the Elks Lodge is giving the chamber 50% of full rate as a member courtesy. The chamber and Juston McKinney will split the gate proceeds one half each as opposed to a booking fee. Matt Tellier will be providing pre-show entertainment .during the social hour, and a 50/50 raffle will be conducted. Posters, flyers and tickets are all printed.

2. Area Discount Cards: The 2011 card contains 52 offers (up from 42 in 2010), the card is being printed and will be available immediately at the Welcome center, and online at our website.

3. The Lincoln-Woodstock Geocache event will include collaboration with our chamber this year. Event tem leader Ilja Chapman and President Grima are working with both chambers to introduce a partnership of the chambers for this event, using geographic locations in the Franconia Notch area.

4. The brochure member listings panels and map were presented, passed around the board table for approval. ED Ashley will be sending all members a copy so each can edit their own listings for errors or omissions.

5. Lincoln-Woodstock CC collaborative with FNCC: The same joint promotion from 2010 was presented for approval- Ski NH and White Mountain Attractions Guidebook with same grant as last year at a cost of \$3,830, one-half of \$7.660. The Geocache Event was presented as the next joint event, and the four Business after Hours throughout the year. Following topic related discussions, a motion to approve the advertising piece of the collaboration was made by Bill McFarlane and seconded by Steve Allen. The motion was approved unanimously.

6. Maxine Aldrich reported on the progress of the 2011 Fields of Lupine Festival. It was reported that Brad Chapman of Adair Country Inn & Restaurant has taken charge of the Lupine flags and banners; distribution and replacement consideration to come before the committee at a later date. The board expressed great appreciation to the Lupine committee, especially Brenda and Maxine Aldrich, Kathy Cote' and Barbara Serafini for all the hard work and successful 18 years of this annual event. Maxine presented the 2011 event budget. A motion to approve the budget was made by Todd Aldrich, seconded by Bill McFarlane and approved unanimously.

7. It was reported that Ilja Chapman has started plans for 2011 Christmas Around Franconia Notch and will be holding a meeting for the Arts & Inns Tour event very soon.

There being no further business or new, a motion to adjourn was made by Bill McFarlane and seconded by Carleen Quinn.

Meeting adjourned at 11:15 am.

Respectfully submitted (by)

Barbara Ashley, Executive Director (in the absence of)
Marion Rexford, Secretary