

Franconia Notch Chamber of Commerce
Board of Directors Monthly Meeting

May 10, 2011

Place: Woodsville Guaranty Bank, Franconia office

Present: Todd Aldrich, Bill McFarlane, Steve Allen, Maxine Aldrich, Greg Keeler, Marion Rexford, Jean Sauls, Orlo Coots, Carleen Quinn, Executive Director Barbara Ashley and guest Tambra Gearhart.

Absent: President Frank Grima, Annie Salter, Bob Tortorice

Meeting was called to order at 10:01 by Steve Allen in the absence of President Frank Grima.

Item: Secretary's report was presented by Secretary Marion Rexford. Motion to accept by Todd Aldrich and 2nd from Maxine Aldrich. Brief discussion on possibility that Christmas around the Notch might not be held was cleared up as a misunderstanding by executive director Barbara Ashley. With no further discussion, the motion passed unanimously.

Item: Treasurer's report was presented by Treasurer Todd Aldrich. Motion to accept by Marion Rexford and 2nd from Jean Sauls. Income is up due to paid dues and un-expensed items that will come from the Lupine Festival. Discussion about Web Site ads ensued. Executive Director Barbara Ashley reported that businesses wanted to select the web page ads that got the most hits and those less frequented had fewer ad activity. Everyone would want to have one on the home page. Steve mentioned that possibly a higher price for the ads for the most active web pages could be a consideration. With no further discussion, the report was accepted unanimously.

Item: Marketing: Executive Director Barbara Ashley reported that the brochures are done and are in process of being delivered. The Chamber also had success with sponsors for the Tri-Town Mailer. The label list was modified and there will be a larger mailing with rural route mailing.

Item: Events- Maxine Aldrich reported that the Lupine Books are here and are being distributed along with the flyers. Brad is working with the flags. 12 new ones have been ordered. Also reported that the Antique Show will not be held this year.

Item: Collaboration - Greg Keeler works on the marketing team with the Lincoln Woodstock Chamber. The collaboration with that chamber is especially beneficial with the obtaining of grants. It was also noted that we have good collaboration with that Chamber and that they would be more involved with the Christmas events this year.

Item: President's Report: Steve Allen reported that Cort Roussel has suggested that the Chamber turn over the Scholarship Program funds to the Lafayette Lions Club which does scholarships for Profile High School seniors. On a motion by Maxine Aldrich and a second from Marion Rexford, the motion (recommendation) passed unanimously. There is approximately \$1,000 in the account.

There was no old business.

Item: New Business: Greg Keeler reported that the Lincoln Woodstock Chamber will no longer staff the Flume Gorge desk. Chamber brochures can be displayed for free but rack space will be available for businesses at a charge of \$100.00 for the summer for each rack space. It will be on a first come- first served basis. Flume staff will keep the racks filled. Proceeds from the rack sales will help supplement staff salary.

He also reported that a contract with Sport Thoma for bicycle rentals will be available so that one can bike down to the Flume and then a shuttle will be provided for transportation back. This will run Memorial Day Weekend to Father's Day on weekends only and then daily thereafter.

It was noted that The Franconia Chamber would still have their brochure racks at Cannon.

Other new business- Orlo Coots said that he had been approached by a chamber business that questioned why the Chamber had not made a stance on the Northern Pass project. He said he had seen a list of several organizations that had taken a stance and felt our chamber should do so. ED Barbara Ashley commented that it was a political issue and the board does not take any stance on political issues. Orlo stated that he supported our stance on political issues, but felt strongly that this is a business issue, not a political one. Greg Keeler asked if any other chambers were on the list, and Orlo responded "no". ED Ashley commented that this seemed to be because chambers knew it was political, especially Lincoln-Woodstock, whose members were more affected than members in our area. Orlo asked for the board to consider it a business issue and that the chamber should make a statement of non-support against the Northern Pass so that the chamber businesses would know that we support them as this is a huge issue that would definitely affect business in our area. Executive Director Barbara Ashley said that this could be a difficult situation as all the members would need to be polled. At this point it was decided to table the discussion until President Frank Grima was present at the next meeting.

Meeting was adjourned at 11:48 on a motion from Carleen Quinn and a second from Orlo Coots.

Next Meeting: Tuesday June 14th at Woodsville Guaranty Bank
