

FRANCONIA NOTCH CHAMBER OF COMMERCE
BOARD OF DIRECTORS MONTHLY MEETING
NOVEMBER 8, 2011

Place: Woodsville Guaranty Bank, Franconia

Present: Orlo Coots, Todd Aldrich, Bill McFarlane, Marion Rexford, Maxine Aldrich, Frank Grima, Executive Director, Barbara Ashley and guest : Ted Hoyle

Absent: Jean Sauls, Greg Keeler, Bob Tortorice, Carleen Quinn, Steve Allen, Annie Salter

President Frank Grima called the meeting to order at 10:05 a.m.

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

Item: Treasurer's report was presented by Todd Aldrich. Motion to accept by Marion Rexford and 2nd by Bill McFarlane. Todd commented on how much more effective bookkeeping is with QuickBooks. President Frank Grima commented that it was much easier to keep track of membership and the payment of dues. Every effort is made to make contact by phone or email with business regarding delinquent dues. If the dues remain unpaid, the business is removed from the website. Motion to approve was passed unanimously.

Item: New Members: C Randolph Trainor Interior Designs. Motion to accept by Todd Aldrich and 2nd by Orlo Coots. Bill McFarlane related that Mr. Trainor was not in favor of any snowmobile trails or activity near his property, when it was broached as an economic development for the Franconia area. Discussion followed as to negative attitude towards snowmobile activity in the area compared to those who see it as a connection to the State Trail System and a definite boon for the area's economy. Mention was made that differences of opinion on issues often occur among members of the chamber. The motion was approved on a vote of 4 with 2 abstentions.

Item: President's Report: Marketing and Collaboration Teams did not meet this month.

1. President Grima passed around the SKI NH Magazine to show the Franconia Notch/Lincoln-Woodstock Chambers ad.
2. Our brochure is underway.
3. Facebook fans seem to be increasing daily and Lorna is doing a great job of posting new pictures on the Facebook site.
4. Ridgeview Technology (Jason Robie) has been identifying key words that are missing in connection for search words that bring visitors to our website. The Home Page should have more key words as descriptions really determine how high we rank in hits to our site.
5. The marketing team is seeking new areas to advertise. President Grima is looking into targeted markets for Facebook. The board has flexibility in setting up a budget for Facebook Marketing.

Item: Events: Halloween Bash went well. Chamber made about \$500 - \$600 after expenses.

Item: New Business

1. Orlo Coots reported on the Mt. View Tourism Event that was presented by NH Grand Group had a theme of "Think Big – Start Small". He reported on efforts of the "Great North Woods" to change its public persona: As moose watching is a big part of tourism attraction to the Great North Woods, a map was created highlighting this activity. According to the State – hiking, scenic tours skiing, foliage and camping were the main reasons that tourists come to our area. Ideas were discussed about possibility of a Food and Wine Festival and Moose Tours.

2. Five Inns are participating in the Inns & Arts Tour this year, a stand-alone event of the chamber from "Christmas around Franconia Notch". Booklets will be sold as tickets to the events for \$10.00 per couple.

3. President Grima brought up a discussion on Chamber Bucks- discount points for members for volunteer time working on events and other chamber related activities to be used as reduction in dues assessment. ED Barbara Ashley reviewed the two sources of income for the chamber: Dues, which must be used for the operation of the organization and facilities, and events income which is primarily used for marketing and providing member benefits. She mentioned that events need budgets that will assure income from the event

4. Garnet Hill (Pam Nute) has indicated that they would like to have some of their employees volunteer for chamber events serve on committees, or participate in operational duties. Frank or Barbara will be in touch with Pam and perhaps invite her to attend a chamber meeting after the first of the year and possibly be on the marketing team.

5. The Annual Chamber Dinner Meeting will be held Tuesday, January 10, 2012 at the Elk's Lodge in Littleton. Rosa Flamingo's Restaurant will be catering. There will be a silent auction and a surprise guest

Item: Old Business

The Nominating Committee for our 2012 slate of Officers and Board of Directors consists of:

Cort Roussel- Chair

Orlo Coots – Vice Chair

Annie Salter

The committee will be nominating persons for president and vice president. President Grima will be retiring at the end of this year.

With no further business, motion to adjourn was made by Orlo Coots and seconded by Bill McFarlane.

Meeting adjourned at 11:10 am.

Respectfully submitted,

Marion A. Rexford
Secretary

NEXT MEETING

Tuesday, December 13, 2011

10:00 am

Woodsville Guaranty Bank

Franconia Office