



Franconia Notch Chamber of Commerce
Board of Directors Monthly Meeting

Date: March 9, 2010

Place: Board Room, Woodsville Guaranty Bank, Main St. Franconia

Time: Meeting called to order at 10:03 a.m. by President Frank Grima

Board Members Present: Frank Grima, Todd Aldrich, Marion Rexford,
Bill McFarlane, Jean Sauls, Steve Allen, Bob Tortorice

Others Present: ED Barbara Ashley

Board Members Absent: Carleen Quinn, Beth Horan

Item: The minutes of the February Meeting were presented by Secretary Marion Rexford. Motion to accept the minutes as presented made by Bill McFarlane, seconded by Steve Allen and approved unanimously.

Item: Treasurer's report was presented by Treasurer, Todd Aldrich. President Grima commented on the work of ED Ashley in securing ads in the amount of 5K to cover our portion of matching JPP grant funds to produce the 2010-2011 brochures. It was noted the sum of around \$2500. was realized from the annual dinner/silent auction in January. Web site ads are ahead of last year's revenue with a 2nd billing going out in May. Motion to accept the treasurer's report as presented made by Marion Rexford, seconded by Jean Sauls and approved unanimously.

Item: President Grima presented the following new members for vote approval:

Lafayette Center Genesis Healthcare
Whitney's Inc
Crosstown Motors- Chrysler Dodge Jeep
Littleton Chevrolet Buick
BPOE 1831 – Littleton Elks Lodge
Copper Cannon Camp
Harris Energy, Inc.

Motion to accept all members made by Todd Aldrich, seconded by Bill McFarlane and approved unanimously.

Item: President Grima brought forth the schedule of Concerts on the Dow for discussion. It was noted that Rec. Dir. Kim Cowles realized a surplus of \$1800. from the 2009 series, and that the Chamber had donated \$1200. Consensus of the Board was to hold a donation at this time and wait until nearer the end of summer to appropriate an amount for any funding that may be needed by then. Todd Aldrich noted that the board should consider a smaller donation this year (if one is needed) in consideration of other plans the Chamber has for hiring a PT person to work the Welcome Center Mid-May – thru Sept. President Grima will discuss with RD Kim.

Item: The new brochure will be ready for review by April 1st. In an effort to familiarize the residents of the towns of Franconia, Sugar Hill and Easton with what the Chamber does, 2 bi-annual mailings will be done to the complete mailing lists of each town; Spring/Summer and Fall/Winter. The goal is to reach community members of our purpose, invite them to join and/or volunteer in the efforts of the Chamber, encourage them to use the website as a resource and invite them to join our e-mail list for better communication. The letter is an effort to change the perception/reality of what the Chamber does for the communities. Our bulk rate mailing permit will be a great savings. Steve Allen suggested that this might be a good opportunity for businesses to sponsor the mailing, promote their business and help cover expenses.. It is hoped the first mailing will go out by April 9th. Volunteers for folding would be appreciated.

Item: Area discount cards are now available for members, the community at large and visitors. They can be purchased on-line or Contact Frank or Barbara.

Item: President Grima reported for Ilia Chapman, Events Team Leader. He brought forth a new Spring Event, "Rusty DeWees-The Logger" comedy show to be held April 9th and 10th. Tickets will be \$20; the Chamber will retain \$7 of every ticket sold. Member advertising opportunities are available for ads on radio stations WPKO- WOPQ where we qualify for the non-profit rates. A poster and flier campaign will be done, and the event has been listed on Face Book's Events Page. Five major sponsors have been obtained to help defray cost; Indian Head Resort, Building Alternatives, Woodsville Guaranty Bank, Exit 41 Motor Inn and The Alpine Clinic. WYKR out of Wells River is also giving matching funds for ads. Exit 41 is providing the lighting. 300 tickets are available for each night and may be purchased on-line and at Woodsville Guaranty Bank, Franconia. Volunteers will be needed each night to help at the door and with the 50/50 raffle.

President Grima reiterated that the objectives of the Events Team are to enhance the Current Events that the Chamber now does and to come up with at least one new event for the year. Efforts are currently ongoing to work on the Christmas event that will take place throughout the month of December. A meeting is scheduled for Wed. March 10th at the Adair Inn for planning and discussing. The goal is to market now for the events that will be taking place later in the year so visitors coming to our region now will be aware of future events to come.

Item: The Collaboration Committee did not meet.

Item: Under Old Business, ED Barbara Ashley reported that the BAH for 3/17 at Riverglen had been cancelled due to an unexpected inspection audit. It was suggested that Cannon Mt. View might like to do one in collaboration with their St. Patrick's Day happenings on March 17th. Barbara will inform through E-mail notices.

Item: No new Business

Item: Motion to adjourn by Bob Tortorice, seconded by Todd Aldrich.

Meeting adjourned at 11:03 A.M.

Next Meeting

Tuesday April 13, 2010

10:00 AM

Woodsville Guaranty Bank, Franconia Office