

Indian Lake Chamber of Commerce
Minutes - Board of Directors Meeting
February 8, 2019

Attending: Bill Murphy, Bob Armstrong, Brenda Valentine, Kathleen Peartree Moon, Darrin Harr and Paul Szczeniak.

Call to Order:

The meeting was called to order at 8:07am by Bill M.

Approval of Agenda

Motion to approve Bob A., Brenda V., Vote - unanimous to accept.

Approval of January 11, 2019 Minutes:

Motion to approve minutes Bob A., 2nd Brenda V., Vote - unanimous to accept.

Financial Reports, sent by Bob A.

Motion to approve financial reports Brenda V., 2nd Kathleen P., Vote - unanimous to accept.

Director's Report, Darrin H.–

- Report emailed to Board prior to meeting
- Harassment Prevention Training Seminar – Held January 17, 2019 at Town of Indian Lake Byron Park Building, led by Jacqueline Kelleher, Esq. through our partnership with North Country Chamber of Commerce. 22 people completed the training and I have mailed a letter and certificate to each. Several participants advised that it was a highly informative seminar. Extra copies of the materials from Jacqueline are available in the Chamber office. Discussion about having another training seminar in autumn prior to Columbus Day weekend.
- 18” Poulan Pro Chainsaw Raffle – To date, 54 tickets have been sold with \$270 deposited in Chamber's checking account. Indian Lake Restaurant, Indian Lake Theater and the Chamber are selling tickets. Each Board member is requested to take 10 tickets and sell before the drawing date of February 23rd. We will also sell raffle tickets at Craft Fair and Ice Fishing Derby registration during Snocade. 150 tickets to be sold at \$5/apiece. Chainsaw generously donated by Pines' Country Store.
- Snocade Craft Fair/Go Fly a Kite: 15 craft show vendors have signed up. Expecting 20+ total. Have supplies for 30 kite kits and banner to advertise event at the school. Stewarts will be sending 30 gift certificates good for hot chocolate to give to kids who participate.
- Summer Sports Expo Planning – Will have 10' x 20' booth at Saratoga City Center March 16-17, 2019. Chamber banners, literature, signs and video will be used to promote Indian Lake and our summer events to approximately 8000 expected attendees. Need volunteers to help for one day or both for set-up, manning the booth and tear down. Bill M. suggest contacting Chamber business members to see whether they can provide us with trifold literature to help promote themselves at the Summer Expo.

President's Report – Bill M.

- Highway traffic numbers – NY DOT monitored traffic for Wednesday/Thursday around July 26, 2016 near Blue Mountain Lake on Route 28/30. Counted 1300 cars on Wednesday and 1458 cars on Thursday. Bill M. would like to see NY DOT to monitor traffic during a weekend in late July or early August for a better indicator of traffic during the tourism high season.
- Implementation Committee Update – Roger Marshall's report was forwarded to Chamber Board prior to the meeting.
- Director's Job Description Update – Previously, the Chamber Coordinator's position was changed to Director so Darrin H. would be covered by the Chamber's D&O Insurance Policy. Bill M. has drafted a Town of Indian Lake Chamber of Commerce Director Job Description to define the Director's job and seeks to have the Board approve in April. Feedback from Chamber Board and Director are welcome.
- Scenic Byways Meeting – To be held Thursday, February 21, 2019 at Tannery Pond. Darrin H. to share the press release with Chamber members. Bill M. unable to attend due to another commitment, so he may ask Roger Marshall to represent the Chamber at this meeting.

Brenda Valentine, Moose Festival and ILCDC –

- 4 Person Moose Festival Committee to meet at Chamber office late February or early March to start planning for Moose Festival 2019.
- ILCDC Meeting February 20, 2019 at Town of Indian Lake Byron Park. ROOST will be presenting their 2019 Marketing Plan starting 7pm. ILCDC to notify organizations. Chamber to notify member businesses.

New Business/Open Discussion

Indian Lake Quadrathlon will not be held in 2019 due to litany of projected insurance and lawyer costs. An estimated \$10,000 of "seed money" would be needed to get event off the ground. Consensus was that the Chamber cannot handle that financial commitment. Some ideas were discussed for fundraising for 2020 Quadrathlon and developing a separate non-for-profit entity to run the Quad. A banner stating "Future Home of Indian Lake Quad" was suggested.

Brenda Valentine received some complaints that Chamber businesses were difficult to find on the Chamber's website. Darrin H explained the Chamber's website was easy to navigate and was SEO optimized to direct people who are searching for a particulate product or service to the Chamber member who can provide it. After some discussion, Darrin H stated that he could add a page to the website, listing all Chamber members.

For the purpose of establishing a corporate resolution for designated check signers for 2019, Bill M. made a motion to remove Lenny Carbonara and retain Bill Murphy, Bob Armstrong, Brenda Valentine and Darrin Harr. New board member Kathleen Peartree Moon to be added as designated check signer. 2nd Brenda V. Vote - unanimous to accept.

Meeting Adjourned at 9:28 AM.

Next meeting is Friday, March 8, 2019 at Town of Indian Lake Byron Park building starting 8:00am.