

Town of Indian Lake Chamber of Commerce
Minutes - Board of Directors Meeting

April 12, 2019

Attending: Bill Murphy, Bob Armstrong, Brenda Valentine, Kathleen Peartree-Moon, Darrin Harr

Call to Order:

The meeting was called to order at 8:03am by Bill M.

Approval of Agenda

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

Approval of February 8, 2019 Minutes:

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

Approval of March 8, 2019 Minutes:

Motion to approve Bob A., Kathleen P., Vote - unanimous to accept.

Financial Reports, sent by Bob A.

Motion to approve Brenda V., Kathleen P., Vote - unanimous to accept.

Director's Report, Darrin H.–

- Report emailed to Board prior to meeting
- Summer Sports Expo Review - March 16-17 – Ran 10' x 20' booth at Adirondack Sports Summer Expo at Saratoga City Center. Information included video of Chamber Events and literature on Indian Lake summer attractions. Estimated event attendance was 5000+ on Saturday and 3000+ on Sunday. Special thanks to Bill Murphy, Allen Van Hoff, Cassie Marion and Jake Mahoney for their help that weekend. One result of the Summer Expo: 7 people have already signed up for 2019 Indian Lake Poker Paddle.
- Hiking Map – So far, 17 out of available 32 ad spots have been sold. Expect to order 8000 maps by end of May to have new supply on hand for the summer season. We still have 7+ boxes of the 2017 Maps to hold us over until the 2019 Maps arrive.
- Spring Dinner – Wednesday, May 15, 2019 at Minnowbrook Conference Center. Garry Douglas of North Country Chamber will be guest speaker. Sandra and Robert Scanlon of Route 30 One Stop to be awarded 2019 Business Persons of the Year. Invitation flyers have been mailed, emailed and posted around town. Seating limit of 56 people. So far, 16 people have signed up. \$55/Chamber Member, \$65/Non Chamber Member.
- Legislative Breakfast – Friday, May 17, 2019 at Prospect Point Cottages from 10am – 11:30am. Guest speakers will be NYS Senator James Tedisco and NYS Assemblyman Robert Smullen. Seating limit of 22 people, Chamber members only. So far, 21 people have signed up. \$25/person to cover cost of breakfast.
- Marketing Plan – Darrin H. to send copy of plan in progress to Chamber Board for review.

President's Report – Bill M.

- Bed Tax – Only 2 counties, including Hamilton, does not have an occupancy tax. Indian Lake Chamber and ILCDC to host a forum at the Theater to gauge interest from local business owners. Bill M. noted that care must be taken to ensure that legislation for bed tax would stipulate that revenues generated by such tax would be earmarked specifically for tourism promotion.
- Facebook Plan – Upcoming Chamber events should be promoted at least 3 times a week on the Chamber's Facebook page, no more than 48 hours apart. Brenda V. to inquire about a NYSCA grant through ILCDC for purpose of funding an internship social media position at the Chamber.
- Director's Job Description - Motion to approve Brenda V., Bob A., Vote - unanimous to accept.
- Rebid Chamber Insurances – Darrin H. to ask Stephenson's Agency to give quotes on Chamber's present liability and D&O Insurance.

Brenda Valentine, Moose Festival and ILCDC

- Next Moose Festival Committee meeting scheduled for Wednesday, April 24, 2019.
- ROOST Meeting - February 20, 2019. There is a need for a small business social media class.
- Adirondack Challenge – Set for July 13-14, 2019. Business/organizational involvement has increased over the past. Brenda V. to construct a letter for Chamber to send to its members.

New Business/Open Discussion

- Adirondack Coast – Part of North County Chamber of Commerce. Indian Lake Chamber to construct a tri-fold to be placed there for free.
- Visitor Center Exit 18 Northway – Indian Lake Chamber to construct tri-fold to be placed there. May be a cost for placement. Brenda V. suggested that she or others going to Saratoga could be enlisted to bring tri-folds to the Exit 18 Visitor Center.

Meeting Adjourned at 10:05 AM.

Next meeting is Thursday, May 9, 2019 at Town of Indian Lake Ski Hut building starting 8:00am, due to unavailability of Byron Park building the following day.