

**Indian Lake Chamber of Commerce  
Board Meeting Monday, January 19, 2015**

There was considerable amount of downtime during the slated day of interviews so the board members agreed to move the board meeting from the 20<sup>th</sup> to the 19<sup>th</sup>.

Meeting was called to order at 3:10 pm.

On attendance: Christine Pouch, Brenda Valentine, Bill Murphy and Lenny Baglieri. Not in attendance: Sherry Williams.

The agenda was viewed by all on Christine's lap top. The monthly financial reports were not available at this time.

Christine shared the 2014 financials as of 12/31/14. Any questions, please speak to Christine after reviewing.

**Hiking Maps:** The Hiking Map is moving along and Al and I hope to wrap it up by the end of February. We need to sell five more spots. After reviewing the two bids, the group decided to use the same printer as the printer for the ILCDC's Town of Indian Lake map.

- Be sure the map states that it is an ILCC project.
- Maps will be sold to non-chamber members and non-map advertisers at a cost of \$15 for 50.
- The group decided to purchase 10,000 maps.

**Marketing:** Adirondack Summer Expo at Saratoga Springs on March 7-8, 2015: The chamber along with ADK Teleworks will participate. Booth space is \$300. Christine will send in the application. Our newly hired person will attend along with Drew.

**Town Board Contract Requirements:** As per the contract with the town, "the chamber shall name the Town, its officers, Directors and employees as an additional party on our insurance which will cover all sponsored events. Christine will contact our insurance company promptly.

After the new person is hired, they will be introduced to the Town Board, and will then continue to represent the chamber at each monthly meeting. A written report from the Chamber will also be provided in advance of the meeting so it can be include in the Town members board packets.

"The Chamber shall deliver a quarterly report of operations consisting of activities from prior quarter and planned activities for next quarter. On August 31 the Chamber shall provide a statement of services for the past year, inclusive of anticipated revenues, specifying administrative and related costs for sponsored events and promotional services."

**2015 Golf Outing:** Bill plans to put together a timeline so we can execute the outing more effectively this year.

**Indian Lake Goes Orange:** This scholarship fundraiser and community beautification project is being spearheaded by the ILCSD Community Service Club, under the guidance of faculty member, Robin Brand. Club members are representative of students in grades 6-12. The Chamber and the IL Main Street Revitalization Committee (MSRC) will partner with the Club to plan and implement the project. The project's main focus is to sell orange marigold seeds that were harvested from the school's garden. Funds raised from seed sales will be used for the Club's scholarship fundraiser. Annually, Club members review submitted applications, select a winner and award a scholarship to a high school senior during the school's graduation ceremony. This year's plans will also include working with the Chamber and MSRC to encourage residents, businesses and organizations to purchase and to plant the orange marigold seeds and orange flowers as part of a town-wide beautification effort. The Garden Club has also been invited to participate in the project.

**Membership:** The group reviewed new and improved options for memberships in 2015. A special mailing to lapsed and new members will include the new levels.

Approved: Memberships include:

- FREE membership if you serve on the Chamber Board for one year. You may not miss more than 2 meetings. There are only three of these positions available.
- Non-profit membership = \$185. RATE WAS CHANGED TO \$100.
- 2015 membership sale for lapsed or new members – get 20% off if you renew before June. CHANGED TO NEW RATE OF \$199.

NOT approved:

- Volunteer 10 hours per year and get a discounted annual membership of \$150. THIS WAS TABLED.
- Memberships can be paid in 2 payments going forward. THIS WAS DECIDED AGAINST.

Meeting was adjourned at 3:55 pm. Next meeting is February 17, 2015.