

Indian Lake Chamber of Commerce Minutes
Wednesday, June 17, 2015 at 5:30 pm

In attendance: Christine Pouch, Brenda Valentine, Darrin Harr and Lenny Bagleria.
Absent: Sherry Williams and Bill Murphy.

The meeting was called to order at 5:35 pm.

Adoption of Agenda –Discussion – Topics to be added - Christine added Garden Club TY note and Brenda added IL Town Board Retreat

Motion made to adopt agenda by: Brenda and 2nd by: Lenny; All in favor: Yes

Approval of April 2015 Minutes–There was not an April meeting due to Christine’s injury. There was an unofficial May meeting to keep things on track, but no minutes are available.

~~Discussion– Motion made to adopt minutes by: _____ and 2nd by: _____ All in favor: _____ Not applicable for this meeting~~

Financial Reports (Copy of financial reports emailed to board members)/ Sherry **Discussion**
–Motion made to adopt financial reports by: Brenda and 2nd by: Christine All in favor: Yes
Darrin reported we received the third installment of marketing funds from the Town.

Officers and Staff Reports

President’s Report – Christine Pouch

1. Non Profit Revitalization Act: Conflict of Interest Policy. Who has not done this yet? Christine and Brenda still need to complete this form for Chamber’s files.
2. Community Calendar / ILCDC Project: Nate has been tasked with helping us and he reported he’d complete the project in June. At the time of this meeting the project had NOT been completed and we agreed to reach out to Nate again. He responded on June 25, he spent three hours on our project and was unable to complete what was needed as he hasn’t kept his web skills up-to-date. He suggested we find someone else to handle these tasks. Darrin will be reaching out to Dave Scranton for advice per Christine’s request.
3. A Spring Fundraiser did not happen. (Typically held a Minnowbrook) We need to introduce something that will help us replace \$1,500 in revenue. It was reported that perhaps the Poker Paddle event will help replaced this unearned revenue
4. Hiking Map Update: Done. ADK Museum still owes for their ad. All advertisers will receive 100 maps for free. Non-advertisers (like the DEC campsites) who request bulk copies can purchase maps at a cost of 50 for \$15. Visitors to the area will receive the map for free as always.
5. Chamber coverage for Sunday & Monday: Sylvia Vidal has been hired and trained with Darrin on Friday, June 26. She will work Sundays and Mondays from 10 am to 4 pm, July-September, beginning June 28. The Chamber building is now open seven days a week.
6. 90 day review for Darrin in June. Performance evaluation forms sent to all board members before the end of the month. Darrin is also to complete a self-evaluation. Formal review will follow the 1st week of July.

7. Bank documents to be updated. Darrin will be added to checking account so he can now sign checks and have a debit card for ordering supplies, etc. We'll leave other accounts as is (DEC and Savings). ADK Teleworks – we removed Drew as a signer. Please be sure to stop in the office to sign appropriate signature cards.
8. School Scholarship discussion. Eight applications were received and discussed. \$300 award will be given to Joseph DeShaw.

Chamber Coordinator Report: Discussion regarding his report. Very thorough! Thank you, Darrin.

Community Activities

1. ADK Challenge and the Poker Paddle Event: Event seems to be moving along. Looking for advertisers and folks to participate now. Christine's neighbor Lenny C. is chair.
2. Main Street Revitalization Grant Letters of Support have been requested. Christine will send Brenda a letter on behalf of the Chamber.
3. SPS Cyclist for Veteran Rehab & Pot Luck Dinner July 23-24. Please plan to assist if you can.
4. Black Fly Challenge: Christine will send thank you notes to all the volunteers the Chamber recruited.

Committee Reports

Membership Committee: Christine, Chair

We still need to do a lapsed mailing and will plan to do so in July. Mailing will go to all lapsed donors in 2014 and 2015 to date offering a \$199 special with a 30 day window to return payment.

FAM Tour: Lenny and Darrin

A wonderful trip has been planned by Darrin and Lenny. Hardest part was to secure bus driver; which was done. Chamber to pay driver \$150. Bus donated by Adventure Sports.

Packaging Committee: Lenny: He has personally approached all eateries in Town to ask them to participate in Savor the Taste of Indian Lake during the ADK Challenge weekend. All appropriate information will be sent to Darrin who will provide a complete list to Vonnie for final compilation.

Fundraiser & Events/Public Relations Committee Report: Brenda Valentine, Chair.

Rubber Duck Race: On hold until next year per Christine

Annual Golf Tournament: Bill Murphy, Chair.

Bill was out of town for this meeting but reported all going well. Darrin reported we have \$1500 in paid sponsorships. Grand prize this year will be an Outing for Four at the Lake Pleasant Golf Course (which is a donated prize).

Adirondack Moose Festival: Brenda Valentine.

Almost all activities from last year have been confirmed for this year. Still waiting on MAC the Moose; someone to host the Moosterpiece games; and Utica Zoo Mobile. A school usage form/permission has been secured already. Next, Darrin and Christine will do a Big Moose Tent Vendor mailing.

ROOST Meeting Update, By Darrin/Brenda

Both have been attending these meetings and report while ROOST is doing a great job of promoting the ADKs in general we can NOT lose sight of promoting our own Town.

ADK Teleworks: Bill Murphy, Chair

Bill was not present for this meeting but reported via email to Christine. Drew resigned because additional funding for 2015 and beyond hadn't been secured. Bill will be filing final paperwork to NYSESD and then pay off the loan with the County IDA in July.

Unfinished Business

Indian Lake Goes Orange:

The students raised \$1500 by selling their marigold seeds and other related fundraisers. The Chamber thanks Brenda for partnering with the school on this important project.

New Business

Add: TY Note to Garden Club and IL Town Retreat

The Garden Club has agreed to add plants and take care of our garden and we are VERY APPRECIATIVE. A special thank you note will be sent the Club.

Brenda attended the Town Board's annual retreat (6/17) and reported the Town seems very happy with what Darrin has been able to accomplish. A special note was made about the increase of social media presence through use of our Chamber's and Moose Fest Facebook pages. They'd like us to compile itineraries of the Top 10 seasonal things to do in Indian Lake. Chazen and Co. has been selected as a consultant to help develop a comprehensive plan for the Town – the last one was completed in 1976. One of the greatest concerns will be helping secure funds for current accommodations to upgrade and/or attract new accommodations.

Meeting Adjourned at:

Next meeting: July 21, 2015