

Indian Lake Chamber of Commerce  
Minutes - Board of Directors Meeting  
April 12, 2017

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**Attending:** Brenda Valentine, Lenny Baglieri, Bob Armstrong, Lenny Carbonara, Bill Murphy

**Call to Order: 5:30 PM**

**Video Service Presentation- Jon Cromer, Productions East Media**

Jon demonstrated his products via laptop and 32" video monitor. Prices range from \$600 to \$1500 for a complete shoot and editing.

**Approval of Agenda Motion To Approve agenda B.A., 2nd L.B., vote - unanimous to accept**

**Approval of March 8, 2017 Minutes:**

Motion B.A, 2nd B.V., vote to accept - unanimous

**Financial Reports, sent by B.A.**

Approval of Financial Reports, Motion L.B., 2nd L.C., vote to accept.- unanimous

**President's Report - Bill Murphy**

Business After Hours Website Rollout - Darrin has spent Monday and Tuesday working from home to expedite the website completion. He has made great progress and while some minor details may remain to be completed he is confident he is ready for the rollout on April 26 at the ILT.

Microenterprise Grant Award - An updated list of items to be covered by the grant was provided to the BOD. The BOD approved the list in a unanimous vote. This list along with an updated source and use of funds report will be emailed to the Essex County IDA Director by April 14.

Legislative Breakfast/Luncheon - Plans are almost completed for the Breakfast. Work remains to be completed on the Legislative Luncheon at Oak Mountain. L.C. will send an invitation to the owner of Garnet Hill Lodge.

**ILCDC Report - Brenda Valentine**

Brenda reported that the contract for the Townsend property has been signed and that the Town now owns the property. This has been a 4 year long effort to acquire the property.

Brenda discussed the possibility of inviting Jeff Nordhous, director of the NYSBO to speak at the ILT this summer discussing broadband plans covered by the Phase III funding.

**Coordinator's Report, Darrin Harr**

Emailed -

**Summer Expo Review - Lenny Baglieri/Lenny Carbonara**

Both board members worked a day at the Expo and believe it was well worth the time and expense. There were 8,000 attendees with 665 contacts made at the ILC booth. The BOD discussed the possibility of expanding the effort for the 2018 Expo. All thought this is an idea worth pursuing, possibly partnering with other organizations to increase booth size and manpower.

### **Rafting-Lodging-Dining Bundle Update Lenny B.**

Lenny B. provided the flyer being used to promote the marketing package. The intent is to increase rafting and lodging activity in the late spring season where traffic is usually slower. 16 businesses are included in the package. After discussion all BOD members thought this initiative has great promise for expanding both early and late season activity. The flyer was prepared by Al Pouch and an invoice is yet to be received.

### **Outdoor Hiking/Paddling/Cycling Summer - Lenny Carbonara**

Lenny expressed some concern about the flyer used to promote the Poker Paddle event. He suggested and the board agreed that the background photo used should be more of a panoramic view. Relative to this discussion the BOD agreed that all aspects of the Poker Paddle event should be approved by Lenny C. prior to moving forward with any item.

Lenny C. provided a brochure on the waterproof cell phone holder. He will look into options on prices and quantities and report back to the board at the May meeting.

### **New Business -**

Spring Dinner - Only 60 seats will be used to prevent attendees from being placed in positions where they may not be able to see/hear the guest speaker. ILC BOD members will receive complimentary meals as will Garry Douglas, Darrin Harr and Sylvia Vidal. All other attendees will pay the member or non-member price. A piano player is still needed for the cocktail hour. A slide show may be provided for the cocktail hour to display Chamber activities.

Antique Show - Update - Bill and Darrin met with the museum staff to discuss the concurrent events and advertising/promotion possibilities. Items included advertising, signage and a possible shuttle bus on Saturday. More to follow.

Scholarships - TBD

### **BOD Meeting Dates-**

After discussing a decision was made to move the meeting dates for November thru April to the second Tuesday to insure Darrin's ability to attend. May thru October will remain on the second Wednesday of the month.

### **Miscellaneous For Further Discussion**

Paint Building late April

Shirts for Darrin and Sylvia with Chamber logo

Non-member literature in the Chamber building

Complimentary sponsorship for the ILT at the Moose festival in return for using the theater for the website rollout in April. Tentatively agreed to pending Brenda's approval.

October annual business meeting at the Hedges some time between the 15th and the 19th

Americade will be present at Byron Park in June.

Start or partner with a bike club to promote riding in Indian Lake

Snowwarriors membership being sold at Chamber.

Joint Chamber meeting with CCT, Crafters, Garden Club etc. at Byron Park

**Meeting Adjourned** at 7:00 PM. Next meeting is May 10, at 5:30 PM