



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

Membership Meeting Minutes
Elton Tavern, Burlington CT
Thursday, October 20, 2016

- I. Call to Order – 7:05 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Tom Martin (Vice-President), Rich Browning (Treasurer), Jerry Burns (Secretary), John Kirschner (Director), Colleen Ververis (Director), Kerry Brash (Member), Mike Branagan (Member)
- III. Past Minutes – Reviewed September 15, 2016 Meeting minutes. John K. motioned to accept as written, Richs B. 2nd, All in Favor.
- IV. Treasurer Report
 - a. Rich B. presented bank deposit amount of \$6,585.73 which includes the Tavern Day incomes and expenses.
 - b. Expenses to expect at the Northwest CT Chamber of Commerce invoice for email & invoicing services and the \$2659.25 invoice for the new website related fees.
 - c. Receivables are expected to be \$2,425.00
 - i. 12 members are showing as Past Due for 2016.
 - d. Jerry B. motioned to accept as is; Kerry B. 2nd; All in Favor
- V. Old Business
 - a. 2016 Tavern Day
 - i. 2016 Loss to the Chamber is \$893.54
 - ii. Board of Directors voted on October 28, 2016, to no longer take the lead in the Tavern Day event
 1. Discussion to share the fiduciary reasons why and the hope to still be active with any Business Expo and Sponsorship needs.
- VI. New Business
 - a. Holiday Happy Hour – Thursday, December 1st
 - i. Irongate Insurance will do a Holiday Business After Hours at KC Dubliner from 5 pm until 8 pm
 - ii. Will do a collection of a new, unwrapped toy and cash for gift cards to the Burlington Food & Fuel Bank.
 - iii. Colleen V. will coordinate with Chris B.
 - b. Digital Marketing
 - i. Jerry B. shared that the website is near completion and should be live around November 1st pending approval from the Chamber.
 - ii. Jerry B. has setup a free Constant Contact account for the Chamber, created the new email template and has been sending out emails to the membership.



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1. Please look for these emails as they are packed with membership information and event details.
- iii. Peter B. mentioned that we will be taking over the billing function with the new website and members need to share any billing emails they wish to use.
 1. Jerry B. said that the Treasurer supplied a list of emails for that function and they are uploaded into the database.
- c. Logo/Branding
 - i. Discussion on window sticker/cling vs. a car magnet. It truly depends on if you are a homebased business or a traditional business as to desire.
 1. Kerry B. shared costs for each and the volume price drops.
 2. Group decided to do both, but only a small car magnet order to start with.
 3. Kerry B. will get some designs done as she has our logos now.
- d. Meeting Schedule
 - i. Although turnout light tonight, Peter B. feels we should have one meeting per quarter either in the morning or in the evening based on member feedback.
 - ii. Will schedule the January 19, 2017, meeting for 8 am.
- e. Banner Program discussed by Jerry B.
 - i. Jerry B. shared that trying to figure out a way to get a larger logo display area and will reach out to designer to figure out how.
 1. Issue is horizontal logos are already taking up the maximum width, so adding more space above won't help that style. A "stacked" or vertical logo (i.e. more square) would "stretch" better with more space.
 2. The Board members all stated how important this program has been in raising revenue to pay for the website, Chamber sign letters and fund BAH beverages to name a few things. Please support this program as it's an inexpensive way to have your name/brand visible.
- f. Membership
 - i. Peter B. wants to do a New Member drive and hopes that our Board of Directors and active membership can ask 2 or 3 businesses to join to keep the momentum growing in 2017.
- g. Chamber Sign
 - i. Mike B. is okay with being the main contact for sign requests and keeping it updated.
 - ii. Still need to determine the rules of the sign request, Mike B. will work with Board to figure out.
 - iii. Sign still needs to be finished, Peter B. will reach out to Dwight and DJ Harris for an update.



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- VII. Open Forum
 - a. Mike B. asked that the Chamber support his business and purchase 6 trees for the Town Green. He is only asking \$30 for each tree, which sell for more retail.
 - i. Jerry B. asked if we wanted to have “Tree Sponsors”? Tabled for now.
- VIII. Adjourn – Motion Jerry B., John K. 2nd, All in Favor – 8:05 pm

Next Meeting – Thursday, November 17, 2016 @ 12:00 pm at the Elton Tavern, Burlington CT