



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

Membership Meeting Minutes
Elton Tavern, Burlington CT
Thursday, December 15, 2016

- I. Call to Order – 12:09 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Rich Browning (Treasurer), Jerry Burns (Secretary), Jill Russell (Director), Mike Scheidel (Director), Rick Goulet (Guest)
- III. Past Minutes – Reviewed November 17, 2016 Meeting minutes. Rich B. motioned to accept as written, Jill R. 2nd, All in Favor.
- IV. Treasurer Report – Rich B.
 - a. Bank deposit amount of \$4,291.31
 - b. 12 members are showing as Past Due for 2016, all but 2 chose to remain in the Chamber after being called by Board members.
 - c. Peter B. motioned to accept as is; Jerry B. 2nd; All in Favor
- V. Old Business
 - a. Peter B. recapped the holiday events in Burlington, NW CT Chamber and Central CT Chamber.
 - b. Our Burlington After Hours sponsored by Irongate Insurance and hosted by KC Dubliner Grille & Pub netted \$500+ for the Burlington Food & Fuel Bank. We had a nice crowd and people dropped in throughout the entire time.
 - c. The CCCC holiday party was down 33% this year although our VP attended the event on our behalf.
 - d. The NWCC holiday party was very well attended which included our President and Secretary among other Burlington Chamber members.
- VI. New Business
 - a. Rick Goulet of Goulet Printery, Inc. opened the meeting by sharing what the cost of a co-op Chamber mailer would be to mail to Burlington only to start:
 - i. Approximately 3,668 pieces of mail
 - ii. An 8-page 8 ½" x 11" black ink mailer is \$1,800.00
 - iii. An 8-page 8 ½" x 11" full color mailer is \$2,300.00
 - iv. An 11"x14" full color card is \$1,800.00
 - v. Pricing includes setup, printing, mail prep and postage.
 - vi. After asking Rick G. about the creative, how many ads per (15 planned if normal size, could be more at business card size) and how it would be handled, Rick G. left so attendees could discuss.



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- vii. Discussion was how pricing would work, minimum commitment from a Chamber member (3, 6 or 12 months?) and should there be an incentive from the Chamber to get a sell-out of the space each month.
 - viii. More discussion necessary.
 - b. Chamber Sign
 - i. Topic Deferred for this month.
 - c. Banner Program
 - i. Jerry B. shared that we have projected 13 of the 20 available Ad spaces to be sold which would net the Chamber \$744.60.
 - d. Digital Marketing
 - i. Jerry B. said nothing new from last meeting; All is underway with the new website and email program.
 - ii. Invoicing is being done by new website system, being managed by Treasurer and Secretary.
 - e. Logo/Branding
 - i. Kerry B. shared some design ideas for both the window cling and the oval car magnet, both positive.
 - ii. After discussion, it was determined that not enough people would use the magnets and would only order the Clings for Member businesses.
 - f. Chamber Affiliation Membership
 - i. Peter B. shared that overtures from both the Central CT and Northwest CT Chambers to regionalize.
 - ii. Not entirely sure what that means right now, so shared that more is to come on this topic as waiting to meet with Cindy Scoville, CCCC President, and JoAnn Ryan, NWCC President on this topic.
 - g. Membership Drive
 - i. Have contacted the 2016 non-pay Members.
 - ii. Need to put together a 2016 Accomplishment Summary to share with those that did not renew to try and get back, to those not in the Chamber and to our Membership to see how their dues are working for their benefit.
 - h. Meeting Schedule
 - i. Next meeting is scheduled for January 19, 2017, at 8 am.
- VII. Adjourn – Motion Jill R., Mike S. 2nd, All in Favor – 12:59 pm

Next Meeting – Thursday, January 19, 2017 @ 8:00 am at the Elton Tavern, Burlington CT