



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

Membership Meeting Minutes
Elton Tavern, Burlington CT
Thursday, February 16, 2017

- I. Call to Order – 12:07 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Tom Martin (Vice-President), Rich Browning (Treasurer), Jerry Burns (Secretary), Colleen Ververis (Director), Cindy Scoville (President, Central CT Chambers of Commerce), Maryann Mancini (Member)
- III. Past Minutes – Reviewed January 18, 2017 Meeting minutes. Colleen V. motioned to accept as written, Tom M. 2nd, All in Favor.
- IV. Treasurer Report
 - a. Bank deposit amount of \$5,017.74
 - b. Still 12 outstanding invoices from January cycle
 - c. Just paid Northwest CT Chamber of Commerce 4Q16 support invoice of \$710.36.
 - d. Jerry B. motioned to accept as is; Tom M. 2nd; All in Favor
- V. Old Business - None
- VI. New Business
 - a. Restaurant in the Spotlight
 - i. KC Dubliner Grille & Pub on Monday, March 6th and Greenhouse Café for Monday, June 5th.
 - ii. New NWCCC Monday event, will run from 5:30 pm to 6:30 pm
 - iii. Discussion on how the NWCCC mail drops are hitting our membership after some of the events or with very little time to plan.
 - b. Annual Dinner
 - i. Will be at KC Dubliner Grille & Pub on Tuesday, May 9th
 - ii. **TO-DO:** Peter B. asked if a sub-committee could be formed to ensure the planning done for:
 1. Sponsor Levels and requests
 2. Happy Hour Sponsor or Sponsors
 3. Awards and Nominations – Beautification, Distinguished Business, Distinguished Person, Distinguished Community Service
 4. Program layout, content and publishing for event
 5. Door Prizes
 - iii. **TO-DO:** Send a Hold the Date Email to Members
 - iv. Discussion
 1. Colleen V. will help with door prizes
 2. Need to nail down roles at March Membership Meeting



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- c. Fall Event
 - i. JoAnn Ryan, NWCCC President, has inquired about a larger regional event like last year's Dunning Stone & Supply BAH
 - ii. **TO-DO:** Peter B. will approach owner of Larson's Garden Center to see if they would host
 - 1. Would need sponsor or sponsors
 - 2. Idea to have small businesses bring table for X-dollars so cost of event is spread out.
 - 3. Gear some promotion towards homebased businesses
 - a. Because most homebased businesses can't have a BAH in their living rooms, great way to get them noticed and involved.
- d. New Chamber Event - Halloween Trunk or Treat
 - i. Decorated Touch-a-Truck and Halloween Candy giveaway
 - ii. Chamber members can have booths
 - iii. Prizes for best Kid's Costume, Best Truck Decoration, Best Booth Decoration
 - iv. Discussion on where to have, consensus liked the idea of having it at the Lewis S. Mills High School/Region 10 complex.
 - 1. **TO-DO:** Need to contact Alan Beitman to see if there are open Saturday or Sunday afternoons in October.
 - 2. October 22nd is out as it's the Whigville Fair and Burlington Run
 - 3. **TO-DO:** Need to find out when the Harwinton Trunk-or-Treat is
 - 4. **TO-DO:** Contact Ted Shafer, Burlington First Selectman, for any other October events
- e. Chamber Scholarship for Lewis S. Mills
 - i. Peter B. brought request to give the same scholarship (\$500) as last year with the same parameters of including students going to a trade school or 2-year program.
 - ii. Colleen V. made motion as Peter B. described, Jerry B. 2nd; All in Favor
- f. Membership Drive
 - i. Peter B. shared that Ted Shafer, Burlington First Selectman, wants to go with him to visit local businesses in town.
 - ii. **TO-DO:** Need to create "What Your Chamber has Accomplished" sheet since June 2016
 - 1. Jerry B. and Peter B. will draft together
 - iii. Cindy S. shared how CCCC leaves a 'Chamber Ambassador Card' with prospective businesses after meeting them at events or doing in person visits like we are discussing today. Will send sample PDF of the card to Jerry B.
- g. Facebook posting rules



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- i. Jerry B. shared that a non-member blatantly posted an advertisement to their local business on our Visitor Posting section.
 - 1. Jerry B. posted as the Chamber asking that this person join our Chamber to enjoy all the benefits of membership vs. deleting right away.
- ii. Discussion on whether to reply in that fashion and then take down in 48 hours, but consensus was to remove it right away as paying Members wouldn't like a competitor doing that.
- h. Northwest CT Chamber Burlington Ambassador – Janet Schwartz
 - i. Janet S. has been a long-time volunteer in town with the Burlington Community Fund (formerly Burlington Bell Community Fund).
 - ii. Shared that we have had some kudos for what she shares about Burlington for the monthly NWCCC newsletter that is mailed to all members.
 - iii. Mentioned that the Burlington Community Fund calendar is getting 1,400 hits per month as people are looking to see what's going on in town.
 - iv. Shared that Chamber members can share goodies, cards, brochures, coupons, etc. for the Burlington Community Fund 'Welcome to Burlington Totes' that they give out to new residents.
 - v. Will be having a fundraiser at KC Dubliner Grille & Pub on April 22nd featuring our Tavern Day headliner, The Steve Dunn Band.
- i. Free 2017 Seminars/Webinars - Deferred
- j. Member Promotion through Chamber Page and News Feed
 - i. Jerry B. shared that we are seeking Member news, promotions, awards or community service. We don't want blatant advertising, so we'll try things and see what the feedback is.
- k. Jerry B. also shared that a new Help Wanted/Needed section will be started where Member businesses can post their staffing needs and members of our community can post what they are looking for with a link to their LinkedIn page, something like that.
 - 1. The Congregational Church of Burlington (member) has a Help Wanted, will start with them.
- l. Chamber Sign
 - i. Noted there are open times for messages and to make request via SignRequest@burlingtonctchamber.org.
 - ii. Will add Burlington Community Fund April 22nd Fundraiser at KC Dubliner to the rotation.
- m. Legislative Action Committee (CCCCC) - Deferred
- n. Banner Program
 - i. Jerry B. shared spring banners designed and will be sending out order information soon.



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- o. Chamber Window Clings
 - i. Peter B. handed out at beginning of meeting.
- VII. OPEN FORUM
 - a. Tom M. brought up idea of a business sponsoring a Christmas Tree next December. Each business would then decorate them and maybe a prize for best decorated.
 - b. Colleen V. shared that she is chairing the Make-A-Mark Foundation and they have an April 21st Community Spelling Bee planned.
 - i. Would like to get a team from the Chamber, teachers, students and other community groups to compete and have some fun.
- VIII. Adjourn – Motion Jerry B., Rich B. 2nd, All in Favor – 1:04 pm

Next Meeting – Thursday, March 16, 2017 @ 12:00 pm at the Elton Tavern, Burlington CT