

Burlington Chamber of Commerce
Membership Meeting Minutes
Town Hall, Burlington CT
Thursday, November 5, 2015

- I. Call to Order – 7:05 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Tom Martin (Vice-President), Jerry Burns (Secretary), Mike Scheidel (Director), Bruce Flax (Director), Jill Russell (member), Chris Burke (member), Christian Gumbos (guest), Bob & Diane Rivard (guests)
- III. Past Minutes
 - a. Minutes from May 26, 2015 Reviewed; Motion to accept by Secretary, Second by Mike Scheidel; All Approved
- IV. Treasurer Report
 - a. Presented by Chair as submitted by Rich Browing, Treasurer, who could not attend meeting.
 - b. Bank account at \$5,678.18
 - c. Tavern Day lost \$994.04 despite Town of Burlington picking up cost of police OT.
 - d. Discussion on the future of Tavern Day as it relates to the Chamber. Chair sees Chamber doing the business fair and gaining sponsorships with this being a Town event. This has been discussed with the First Selectman. Mike Scheidel, past President, shared past Tavern Day history.
 - e. Chair asked that the Directors consider a donation to the LSM Football, LSM Crew and Mills Club organizations for all their help making Tavern Day a success. Secretary motioned to give \$100 to each group, totaling \$300; Mike S. seconded; All in Favor
- V. President Comment – Chair disappointed that only 1 RSVP to attend out of 7 were present at this point of the meeting.
- VI. Old Business
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- VII. New Business
 - a. Chamber Building Sign
 - i. Discussion on Quotes and Ideas
 - 1. President said two quotes both around \$4,500
 - 2. Secretary brought up member feedback to explore a LED sign

3. Ideas on how to pay range from alternate location, barter installer
WWW on sign to lower fee and going back out to bid for more options.
 4. Mike S. mentioned using the little sidewalk sign to welcome new members.
- b. Members in attendance asked to discuss how hard it is to do business in Burlington
 - i. Feedback was it is difficult for a small business to move into town due to difficult Zoning and lack of communications. Three different business owners voiced their frustrations.
 - ii. They asked for Chamber communication with Town to facilitate a better business owner/Town relationship.
 - iii. Members asked for Chamber to setup meeting with First Selectman to get proper contacts together.
 - c. Rebranding
 - i. Website – More work to be done on direction so can tap into existing foundation of Chamber affiliation.
 1. Logo – President shared will move forward to design one that captures our Chamber
 - ii. Discussion on whether Chamber Plaque or Chamber Sticker. Group was leaning towards stickers as cost effective and easy to display. Will consider once new logo is ready.
 - d. Survey Results
 - i. Survey gained a 28% response rate and President shared findings
 - ii. Will use the results as a guide for future decisions
 - iii. Survey asked for volunteers to join Board and Jill Russell said she would join in her reply. President motioned for Jill to be added, Vice-President seconded; All in Favor. Welcome aboard, Jill!
 - e. Chamber Alignment
 - i. President shared the background to date as to why our Board is evaluating the Northwest Chamber of Commerce primary affiliation.
 - ii. Options shared were go with Northwest affiliation only; Stay with Central Connecticut affiliation only or go with Northwest as Primary with an Associate Membership with Central. President shared he is in favor of the dual membership model.
 - iii. Mike S. shared Burlington Chamber explored going with Northwest in 1995/1996 and it almost destroyed our Chamber; Said to be cautious of potential over promising and to ask current Northwest members their thoughts.
 - iv. Secretary asked members and potential members in crowd what they would like to do? It was unanimous to explore the dual membership option and it was noted they really liked the Northwest newsletter better.
- VIII. Open Forum
- a. Nothing brought forward
- IX. Adjourn – 8:42 pm