

Burlington Chamber of Commerce
Membership Meeting Minutes
KC Dubliner, Burlington CT
Thursday, February 18, 2016

- I. Call to Order – 12:09 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Rich Browning (Treasurer), Jerry Burns (Secretary), Mike Scheidel (Director), Chris Borda (Director), Jill Russell (Director), JoAnn Ryan (President & CEO, Northwest Chamber of Commerce), Ted Shafer (Burlington First Selectman), Donna Groccia-Lubik (member), Mike Brannigan (member), Dave Donnelly (member), Chris Birk (meeting host, member), Bob Rivard (member), Diane Rivard (member), Christine Worley (member)
- III. Past Minutes
 - a. Meeting minutes from January 16, 2016 reviewed; Rich B. motioned to accept as written, Donna G-L 2nd; All in Favor
- IV. Treasurer Report
 - a. Rich B. presented bank deposit amount of \$8,974.53, mostly up from membership renewals.
 - b. Paid the Central CT Chamber the \$2,000 affiliation dues.
 - c. Jerry B. motioned to accept the report, Diane R. 2nd; All in Favor
- V. Old Business
 - a. Burlington Business After Hours
 - i. Date changed to Monday, April 4th from 5 pm to 7 pm.
 - ii. Advanced Physical Therapy will host the event with co-sponsors Y.E.S. Fitness and KC Dubliner.
 - iii. Food provided by KC Dubliner, beverages by the Burlington Chamber and the Northwest Chamber Member Services will help host and serve beverages.
 - iv. This will be a community open event with donations being collected for the Burlington Food and Fuel Bank.
 - v. Dave D. proposed creating some kind of map of all the plaza businesses to handout at the event, so the public is aware of current and upcoming tenants.
- VI. New Business
 - a. Burlington Center Light Pole Banner Advertising Program
 - i. Jerry B. shared the plan to sell advertising space on the Spring Banners to be put up around April 1st.
 - ii. There are 10 banners or 20 sides available.
 - iii. Discussion on pricing (member vs. non-member), benefits of 1 vs. 2 sides, future banners, etc.
 - iv. Shared that the Chamber will pay for the cost of the 10 banners and any amount in excess will be used towards membership benefits such as a new website, new

community sign and sponsoring events in town. The more successful the sales are, the more we are supporting our town Chamber.

b. Rebranding/Branding

i. Logo

1. Tod Kallenbach and his firm will be assisting in designing a new logo for the Chamber
2. Hope to have samples to share at next meeting

ii. Membership Window/Door Stickers

1. Peter B. believe this will be more cost effective, easier to display and give "brand" recognition to the Chamber once logo decided upon.

iii. Website

1. Peter B. shared that Jerry B's company has submitted a proposal to do the new Chamber website.
2. Jerry B. explained my thoughts and that I am recused from the selection committee.
3. A group was formed to help Board with decision. Kerry Brash, Dave Donnelly and Chris Borda volunteered to help.

c. Chamber Community Sign

- i. Peter B. shared received quote for \$4,500 5 to 6 months ago and a proposal to do rebuild at cost (approximately \$1,500) if the sign company could put their company URL on the sign. There is also an offer to self-build from Dwight Harris, all we have to do is pay for materials.

1. Discussion on options, pros/cons of having any company URL up on the sign permanently. Dave D. had idea to put hooks/sign holder at bottom that can be changed over time, kind of a primary sponsor spot.
2. LED Sign option was discussed as several members and Town employees have asked if we were considering. Not sure we can afford or if the right option, although advertising is much easier on this media.
 - a. Discussion on possibility of grants and seeing if Zoning would allow.
3. Town Highway Supervisor confirmed that our request to re-position the Eversource electrical pole guide wire was received and they will do when back in town for work. That will remove the partial obstruction of our sign messages.

ii.

VII. Open Forum

- a. Christine Worley announced that Salon Halo is moving to the Burlington Commons and goal is to be open by May 1st.

VIII. Adjourn – 1:05 pm