

SUPPORT BUSINESSES
BURLINGTON
TOWN
CHAMBER OF COMMERCE

Membership Meeting Minutes
Elton Tavern, Burlington CT
Thursday, July 21, 2016

- I. Call to Order – 12:05 pm
- II. Attendance
 - a. Peter Bevivino - Chair (President), Rich Browning (Treasurer), Jerry Burns (Secretary), Mike Branagan (Member), John Kirschner (Director)
- III. Past Minutes – Reviewed both the May 19, 2016 & June 16, 2016 Meeting minutes. Rich B. motioned to accept both as written, John K. 2nd, All in Favor.
- IV. Treasurer Report
 - a. Rich B. presented bank deposit amount of \$9,058.74
 - b. June Expenditures:
 - i. Chamber sign letters & tracks for repair was \$754.14
 - ii. Anticipating more expenditures for Plexiglas and wood needed once Dwight Harris specs the job. About \$240 for the Plexiglas, unsure about the wood.
 - c. July Receipts:
 - i. Received \$1,000 in membership dues
 - ii. Expecting another \$3,025 if all members renew
 - d. There will be a website project expense coming in July.
 - e. John K. motioned to accept as is; Jerry B. 2nd; All in Favor
- V. Old Business
 - a. Coffee 'N Chat – Jill Russell gave Peter B. feedback that Torrington Savings Bank was very happy with the event as was Joanne Ryan, NWCC President, and Kelly Muse, NWCC Program Coordinator.
 - i. TSB is already on the calendar for a 2017 Business After Hours in Burlington!!
- VI. New Business
 - a. Business After Hours – Thursday, September 8th beginning at 5:30 pm at Dunning Stone & Supply.
 - i. This is Burlington Chamber lead event with both our affiliates, Northwest and Central Connecticut, co-billing with us. In addition, Farmington Chamber asked to be involved since Dunning is located on Brickyard Road in Farmington.
 - ii. Food will be handled by Wood-n-Tap and Dunning will have many suppliers coming to promote their lines and doing give aways.
 - iii. **To-Do:** Ask Ben Dunning if Beer/Soda is needed or anything else.
 - b. Not on agenda, but Peter B. did share that Lotus Grill is moving to the old Casille's restaurant location from their current Farmington location. The talk is a possible

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October opening for this Vietnamese style restaurant. The Chamber is looking forward to a new business in town as well as a very unique offering for our community.

- c. Website
 - i. The sub-committee put together by Peter B. to evaluate several quotes for the new website made the decision to award the job to eBurns Marketing Group.
 - 1. This company is operated by our Secretary, Jerry Burns, who was recused from all the decision making process.
 - 2. The Chamber will have the ability to do electronic invoicing and work is underway to get accurate billing email addresses.
 - ii. Shared ideas the sub-committee had regarding membership highlighting, event registrations and other marketing needed to get visitors to the website.
- d. Logo/Branding
 - i. Based on feedback, a new round of logo designs will be shared with the Board & Directors to give feedback on for a final vote. The goal is to have this done by the next meeting as the Website redesign needs this logo and color scheme.
- e. Meeting Schedule
 - i. Peter B. has been asked by several members if we can do an evening meetings.
 - 1. Discussion on how to meet this need knowing most members like the 12 noon time.
 - 2. Consensus was to schedule an evening meeting in each of the next two business quarters. Perhaps the September and December meetings?
 - 3. Maybe we do two meetings once a quarter, 12 noon and evening?
 - 4. What about having a Call In number for the 12 noon meeting for those that can't physically be there?
 - ii. If the evening attendance has low attendance, Jerry B. suggested having an Advisory Program developed where the Secretary can reach out to talk with members individually or through a teleconference.
 - iii. **Need to determine** plan at August meeting
- f. Burlington Village Center Banner Advertising Program
 - i. Jerry B. gave status of the Summer and Tavern Day banners.
 - ii. Summer had 18 of 20 sides sold, with the Chamber taking the last 2 sides.
 - iii. Tavern Day has 18 of 20 sold as well, with the hope that the new Chamber logo will be publicly unveiled in September.
 - iv. Jerry B. once again stressed the importance of this program to the Burlington Chamber. Not only does it support an individual business with an affordable local branding opportunity, but it supports the Chamber in delivering websites,

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chamber boards and Chamber financial support for Business After Hours.

Without it, we would be hard pressed to move forward, so please support this program to support your Chamber to support your Community.

- g. Tavern Day Event Sponsors Needed
 - i. Peter B. is once again calling on our Chamber members to consider sponsoring the various Tavern Day events. Last year, we had sponsors for:
 - 1. The Magician, Storyteller, Scavenger Hunt, Bounce House, Music, Touch-a-Truck
 - 2. This year we will have many of the same events as 2015, but we would also like to find one (or several) Car Show sponsors to cover the trophies awarded.
 - ii. To refresh, all sponsors will have signs with their logos prominently displayed at the event so all the people attending will see them.
 - h. Chamber Sign
 - i. Peter B. shared status and findings:
 - 1. Measurements have been given to Dwight Harris to construct the new sign.
 - 2. Looking at way to have the Plexiglas open from bottom like a SUV rear hatch. Those of us that change the sign know this will be great to protect from the rain and snow!
 - ii. Discussion on how to regulate the usage of the sign
 - 1. Mike B. agreed once again to be the point person to manage the sign requests and change the sign message.
 - 2. Peter B. asked Mike B. to give his thoughts on how he would like to see the program run, then the Board & Directors will review and create a written set of rules that we will follow.
 - 3. More discussion will follow on this topic
 - i. Open Director Positions
 - i. Peter B. shared the great news that John Kirshner, BlumShapiro, and Colleen Ververis, Irongate Insurance, were unanimously approved to join as Directors. Congratulations and welcome!
- VII. Open Forum – No topics brought forward
- VIII. Adjourn – Motion John K., Jerry B. 2nd, All in Favor - 1:04 pm

Next Meeting – Thursday, August 18, 2016 @ 12:00 pm at the Elton Tavern, Burlington CT