



**BURLINGTON**  
CHAMBER OF COMMERCE  
SUPPORTING LOCAL BUSINESSES

**Membership Meeting Minutes**  
**Elton Tavern, Burlington CT**  
**Thursday, November 17, 2016**

- I. Call to Order – 12:04 pm
- II. Attendance
  - a. Peter Bevivino - Chair (President), Tom Martin (Vice-President), Rich Browning (Treasurer), Jerry Burns (Secretary), John Kirschner (Director), Jill Russell (Director), Colleen Ververis (Director), Kerry Brash (Member), Mike Branagan (Member), Lauren Zordan (NW CT Chamber Director of Programs)
- III. Past Minutes – Reviewed October 20, 2016 Meeting minutes. John K. motioned to accept as written, Colleen V. 2<sup>nd</sup>, All in Favor.
- IV. Treasurer Report – Rich B.
  - a. Bank deposit amount of \$3,601.85 which includes the final website payment and pre-paid support as well as the Q3 Northwest Chamber support charge of \$788.67.
  - b. 12 members are showing as Past Due for 2016.
    - i. Discussion on how to get Past Due Members; The list was split up for a call by the Board.
    - ii. If members don't rejoin, will remove their business page from new website.
  - c. John K. motioned to accept as is; Jerry B. 2<sup>nd</sup>; All in Favor
- V. Old Business
  - a. 2016 Tavern Day debrief meeting needs to be set in early January to hand-off the event to the next group to manage.
- VI. New Business
  - a. Burlington Bell – Peter B. shared they are looking for items to put in the Welcome Tote Bag for new Burlington residents.
    - i. This is a great way for Members to promote their business to someone new and unaware of “where to go” in town.
    - ii. Any materials from coupons to marketing items to business cards would be appreciated as there is no inventory remaining at this time.
  - b. Chamber Sign – Discussed the rules of the program as Mike B. drafted and Board edited.
    - i. Will setup Mike B. with Sign Requests email when he is ready, Jerry B. to monitor for now.
    - ii. Will be shared in next Newsletter and be on our website News feed.
  - c. Chamber Holiday Parties
    - i. Burlington Holiday Business After Hours is all set for Thursday, December 1st
      1. Irongate Insurance will be the primary sponsor
      2. Chamber will give out 1 drink ticket per attendee



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3. To be held at KC Dubliner from 5 pm until 8 pm
- ii. Northwest Connecticut Chamber of Commerce Holiday Party is Thursday, December 8<sup>th</sup> at Five Points Gallery, Torrington from 5 pm until 8 pm.
  1. Peter B. and Jerry B. will be attending this event
- iii. Central Connecticut Chambers of Commerce Holiday Party is also Thursday, December 8<sup>th</sup> at Nucchie's in Bristol from 5:30 pm until 8 pm.
  1. Tom M. will be attending this event
- d. Banner Program discussed by Jerry B.
  - i. We have a larger logo area for both images and Block Text choice.
  - ii. Jerry B. shared disappointed in Member response to the Fall Banners despite it making a small revenue stream for the Chamber.
    1. It's a branding opportunity that is very inexpensive, it helps the Chamber pay for Business After Hours, websites, sign upgrades and other critical items that will support our Membership as a whole.
    2. The Board members present all stated how important this program has been and will be. Please support this program as it's an inexpensive way to have your name/brand visible.
- e. Advertising Options for Members
  - i. Christine Worley of Salon Halo asked about creating a mailer similar to the one that goes out from a group of local businesses (which Peter B. is involved with).
  - ii. Discussion to gain ideas and how it would work.
  - iii. Consensus was to invite creator of the Burlington Business group flyer to discuss options, costs and how to make it a benefit to all our Chamber members.
- f. Program - Deferred
- g. Digital Marketing – Jerry B. shared on this topic
  - i. The website went live on November 3<sup>rd</sup> and good reviews so far.
  - ii. The Constant Contact direct email program is setup and emails are going out to membership regularly now...actually more than usual due to the holidays, new website/phone number/email address information and events notice requests.
  - iii. Our first round of billing emails are set to go out from the new website plugin.
    1. Rich B. and Jerry B. will work to see how this process goes as it is a brand new procedure. Plan is to give 6-week, 4-week, 2-week and 1-week reminders that 2017 Membership fees are due.
  - iv. Facebook gets regular updates and we invite Members to share to our page as well.
- h. Logo/Branding
  - i. Kerry B. shared some design ideas
  - ii. Discussion on sticker and magnet ideas



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- iii. Consensus to do email approval of Sticker Design for business display and magnet design to cars. Kerry B. will get this done for the Board.
- i. Meeting Schedule
  - i. Agreement that making an early AM or evening meeting 1x per quarter makes sense for the Members who can't make 12 noon.
  - ii. Will schedule the January 19, 2017, meeting for 8 am.
- j. Membership Drive - Deferred
- VII. Adjourn – Motion John K., Jerry B. 2<sup>nd</sup>, All in Favor – 1:09 pm

**Next Meeting – Thursday, December 15, 2016 @ 12:00 pm at the Elton Tavern, Burlington CT**