



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

Membership Meeting Minutes
Elton Tavern, Burlington, CT
Thursday, June 20, 2019

- I. Call to Order – 12:01
- II. Attendance – Kerry Brash (President), Colleen Ververis (Vice President), Richard Browning (Treasurer), Tom Martin (Secretary), Margie Bowen (Director), David Shepherd (Director), Diana Lepore (Director), Liz Checovetes (Director), Katie D’Agostino (CCCC Marketing & Communications Director), Members: Diane Rivard, Shaun Calhoun, Dave Onofrio, John Seagrave
- III. Past Minutes – Motion to accept by Richard; Diana Lepore seconded; all in favor.
- IV. Treasurer Report
 - a. Previous bank balance of \$12,288.44. Current balance of \$10,180.59.
 - b. Expenses: \$250 sponsorship music fest, \$100 Mills club donation, \$100 National Honor Committee donation, catering Café Louise \$1,738.82 and Goulet Printery \$85.08, Secretary of State Business Filing \$50.00 and other minor expenses and deposits.
 - c. Membership: Previously 59; currently 54; 3 past due; 2 non-renewal.
 - d. Motion to accept by Dave Shepherd; second by Diana Lepore; all in favor.
- V. New Business
 - a. **Introduction of new Board**
 - b. **Goals for 2019-2020:** Kerry expressed her goals of more benefits for Chamber members.
 - c. **Marketing Committee:** Facebook, e-newsletter, Event announcements. New committee formed with Margie Bowen and Diana Lepore.
 - d. **Events Committee:** BAH, Annual Holiday party. New committee formed with Colleen, Kerri, Diane Rivard.
 - e. **Membership Committee:** New members outreach, Member retention, Member benefits, Developing networking opportunities, advertising opportunities, banners, sign on building. New Committee formed with Diana Lepore, Rich Browning, Dave Shepherd, Dave Onofrio, Liz Checovetes, Shaun Calhoun
 - f. **Tavern Day:** go to meetings, be the spokespeople for the Chamber at this event, report back to us. New Committee formed Dave Shepherd and Liz Checovetes.
 - g. **Christmas trees:** Coordinate with town to set up. Get sponsors. Order trees. New Committee formed with Colleen Ververis and Diana Lepore.

- h. **Cash Mob:** Mike Uchalid from Burlington interested in starting a cash mob and wants to get help from Chamber. Cash Mob is where the community votes on a business and the winner would ideally give specials on a particular day and get the community to support them by going to the business that day. He would do this and asked if we could do advertising to our members to help him. This is done on the Bristol Talks Facebook page for Bristol community and gets lots of attention. Mike would want to do it through Burlington Chatter on which he is an admin. Discussion: Tom Martin mentioned his concerns of not too many storefront businesses in town to do something like this. John Seagrave expressed concern on this would go against our business after hours as this is very similar and will be a non-Chamber event. All agreed. Conclusion: We will wait to get contacted again but it sounds like we would not want anything to do with this. If we get contacted again, we will vote on moving forward.
- i. **Historical Society Membership:** Discussion to check into becoming a member. Discussion about how they let us use their facility for our meetings. Rich brought this up as an idea from old president Pete Bevivino. Discussion: Tom Martin mentioned that he believes the historical society received a grant from the state to redo the building and part of the grant was to allow community groups to use their facility. Conclusion: Rich will look into cost of membership and get some more information and get back to us.
- j. **Chili Fest:** The Old Saybrook Chamber has a Chili Fest and they do very well with it. Diana Lepore suggested we look into this and possibly have one of our own. Discussion: Tom Martin explained that we got away from Tavern Day due to lack of Chamber member support and this sounds like it can be a lot of work for our members. Also, we will need to check into town on if we would need town support if so expenses. Others expressed that it is a good idea and is worth looking into. Conclusion: The new event committee can investigate further.
- k. **Discussion from board meeting to this meeting:** Talked about the idea of having monthly Happy Hour. This will be a get together for members to network with each other outside our monthly meetings where more internal stuff goes on and less networking because that is what it is for. Discussion: Everyone good with the idea and will discuss further when the Events Committee has more on this. Kerry mentioned it would be great if the first one was about meeting the Board of Directors. Conclusion: Events Committee will be looking into this. Also, Liz proposed the idea of having a quarterly meeting with different topics with someone to teach about the topic example like Search Engine Optimization, or different Issuance regulations, financial planning, labor laws, Kerry maybe your neighbor, etc. Discussion: All liked the idea. John mentioned making sure the educators are educating and not selling/advertising for their organization. Conclusion: Event Committee will be looking into this.

VI. Old Business - None discussed.

VII. Meeting adjourned at 1:05 p.m.

Next Meeting – Thursday, July 18, 12:00 p.m. at Elton Tavern, Burlington, CT