



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

Board Meeting Minutes
Elton Tavern, Burlington, CT
Thursday, July 18, 2019

- I. Call to Order – 11:05 am
- II. Attendance – Kerry Brash (President), Richard Browning (Treasurer), Margie Bowen (Director), David Shepherd (Director), Diana Lepore (Director), Liz Checovetes (Director)
- III. Past Minutes – Not available
- IV. Treasurer Report – Not reviewed
- V. Open Forum Discussions:
 - a. **Purpose of Chamber:** Kerry asked about the need for a Mission Statement and the need to explain the purpose of the Chamber. One of her goals for the Chamber is to increase networking and provide more advertising. A preliminary Mission Statement was provided on the proposed New Member Welcome Letter. Kerry to review and add her President’s Message to the welcome letter.
 - b. **Chamber Emails:** Emails are tied to website via InConcert, a partnership with prior Chamber Officer Jerry Burns. Email accounts were recently updated when Jerry left the Chamber.
 - c. **Chamber Website:** At some point the website should be updated with Kerry’s goals.
 - d. **Photography:** There is a need for photography of Chamber events. Need to check Chamber Member list for a photographer.
 - e. **Website Membership Categories:** Current website business categories need to be updated. Consensus among Board Members was to align Burlington Chamber categories with Central Chamber.
 - f. **Budget:** Kerry asked about creating a formal budget. Rich mentioned historically there has not been a need for one. Dave said it would be helpful especially if event driven. Dave also mentioned it would help retain and attract businesses by demonstrating use of funds and fiscal responsibility. Kerry asked to create an annual financial statement. Rich and Dave to address possibilities.



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

- g. **Margie Bowen:** It was discussed and agreed to compensate Margie for her technical website support and marketing work for the Chamber. Jerry Burns had been compensated for technical support. Margie will conduct a review of what Jerry and his partners are doing and propose revisions and a compensation schedule.
 - h. **Burlington companies:** Kerry obtained a list from Town Hall
 - i. **Print Newsletter:** Kerry continues the effort to optimize marketing and information regarding the Chamber and our events. Margie reported the open rate on media releases are approximately 47%. The SCORE release was 37%. Margie does resend the newsletter email to those who do not open it the first time. She does not definitely know how the summer months affect the open rate. Kerry will continue the discussion with Central about the print newsletter.
- VI. Adjourn 11:59 AM

Next Meeting – Thursday, August 15, 11:00 a.m. at Elton Tavern, Burlington CT