



BURLINGTON
CHAMBER OF COMMERCE
SUPPORTING LOCAL BUSINESSES

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

- I. Call to Order – 12:01 p.m.
- II. Attendance – Kerry Brash (President), Richard Browning (Treasurer), Margie Bowen (Director), David Shepherd (Director), Diana Lepore (Director), Liz Checovetes (Director), Chris Borda (Director), Cindy Bombard (CCCC President), Shaun Calhoun, Dave Onofrio, John Seagrave, Diane Rivard, Mary Rivard, Judi Ann Lausier (United Way)
- III. Past Minutes – Motion to accept by Dave Onofrio; Shaun Calhoun seconded; all in favor.
- IV. Treasurer Report:
 - a. Previous bank balance of \$10,180.59. Current balance of \$11,795.93.
 - b. Expenses: \$121.08 prepaid Dropbox a year in full, \$1,300 Tavern Day payout and other minor expenses. \$1,400 in dues income.
 - c. Membership: Previously 54; currently 58.
 - d. Motion to accept by Dave Shepherd; second by Diane Rivard; all in favor.
- V. New Business:
 - a. **Valley Press:** Kerry continues the discussion about Burlington activities and the Valley Press. Ted Shafer was invited to the meeting. Discussion will continue.
 - b. **United Way:** Judi Ann Lausier provided an overview of the United Way organizational structure and health, education and income efforts. The United Way is looking for shoe donations for their “Shoes with Heart” Fund Raiser. Shoes will be repurposed locally and overseas by Funds To Go, based in Florida. A shoe collection box will be available at Tavern Day. Judi Ann is looking for the Chamber and our members to spread the word about the collection.
 - c. **Thank you Notes:** Kerry read the following thank you notes received:
 - i. **Lake Garda Elementary School:** Real Aloud efforts
 - ii. **Town of Burlington:** Food & Fuel donation from Annual Dinner
 - iii. **Make A Mark:** Amazon Gift Card donation



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- d. **Burlington 5K:** Event is held in October with approx. 120 participants. Looking for sponsors (\$250 – your company shown on communications, \$500 – receive a table). Money raised goes to local arts, Boy Scouts and Burlington Fire, to name a few. Torrington Savings Bank and YES Fitness current sponsors. HarvestFest after event.
- e. **Membership Committee Update:** Rich Browning provided a summary of the recent Membership Committee Meeting where the following was discussed:
 - i. How to register new members – application on-line.
 - ii. New committee members showing a lot of energy and focused on growth and retention.
 - iii. New Member Welcome Letter – to be revised.
 - iv. Window clings for all members to show Chamber support.
 - v. New campaigns to engage members – for example Facebook.
 - vi. Past Due Members – visit, engage and recruit.
 - vii. Burlington Welcome Bags – Diana Lepore had a discussion with Pat Small from the Burlington Community Fund. Pat is looking to pass the effort along to another organization or group. Bags contain 30-50 items from various non-profit organizations and area companies. Can distribute up to 350 bags in a year. Possible organizations to take over include Town of Burlington or student community groups at LSM or the middle school. Kerry to speak with Ted Shafer.
 - viii. Event Sharing: Efforts discussed to increase Chamber exposure such as; bring a guest free to BAH, gift card or Annual Dinner tickets for membership referrals, membership drives, ribbon cutting events. Cindy Bombard feels ribbon cutting events provide good PR and can be covered in the Valley Press.
- f. **CCCC Cindy Bombard:** Cindy discussed:
 - i. New event for emerging young leaders called “20 Under 40”. She is looking for nominations. There will be an event Sept. 18 at the Hilton Double Tree in Bristol with PIVOT.
 - ii. Morning Jolt – Every 3rd Thursday at 7:30 am at the Hilton Double Tree in Bristol. \$100 sponsor of event will provide an opportunity to showcase your company.



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- iii. Third Thursdays – In conjunction with West Hartford Chamber at the Farmington Marriott.
 - iv. BAH – Hillstead Museum, Sept. 5. Must preregister because space is limited.
 - v. New Member Orientations – held twice a year and hosted by a member company.
 - vi. Ambassador Badges – to be worn at events for engagement and recruitment.
 - g. **Events:** Kerry briefly discussed upcoming events to be placed on the BCC calendar; Pizza Night, BAH at People’s Bank and BCC Holiday Party.
 - h. **Tavern Day:** Dave Shepherd said there are 8 tents with 16 tables. Currently there are 7 organizations earmarked for tables and 6 sponsors committed. Tavern Day will be reposted in weekly newsletter for remaining tables. Dave said there will be a non-profit section and a food/food truck area. It was mentioned to have a BCC table.
 - i. **BCC Event and Calendar Releases:** Margie asked for content by Monday morning for the Tuesday releases. The click rates are averaging 50-55%. There was a discussion about a Chamber Discount Program such as coupon page for members.
 - j. **Christmas Trees:** Colleen Ververis spoke with Scott Tharau. He provided information about the number of trees needed and timing of when the trees are needed. It was discussed to put the purchase of trees out to bid.
- VI. Old Business
- a. **BAH Rivco** – event was well done, great food and good participation.
 - b. **CCCC Printed Newsletter** – It would cost approx. \$900/yr. or \$1.25 per member per mailing. Cindy Bombard also discussed CCCC email blasts, paper mailings, monthly calendar and local paper insert into the Bristol Observer. Discussion to be continued about newsletter.
 - c. **Cash Mob** – Mike Euclid reported to Kerry the effort was a dead issue in Burlington.
 - d. **CCCC Leads Group** – Margie Bowen said the group meets every 2nd and 4th Tuesday at the CCCC office. There are currently 17 members. The group encourages relationship building and will host various events and field trips.



- e. **BCC Event Board** – Chris Borda maintains the event board. He said when there are no events, he will post information about new members. Information usually stays on the board for approximately one month.

VII. Meeting Adjourned at 1:12 p.m. Motion to accept by Dave Onofrio; seconded by Shaun Calhoun; all in favor.

Next Meeting – Thursday, August 15, 12:00 p.m. at Elton Tavern, Burlington, CT