



THURSDAY, OCTOBER 15, 2020 – NOON  
VIRTUAL VIA ZOOM

## Member Meeting Minutes

- I. Kerry Called Meeting to Order: 12:04 PM
- II. Attendance: Kerry Brash – President, Colleen Ververis – Vice President, Richard Browning- Treasurer, Margie Bowen- Board Member, Diana Lepore – Board Member, John Seagrave- Board Member, David Shephard- Board Member, Judi Ann Lausier – United Way, Ted Shafer- First Selectman.
- III. Minutes: Carla sent September minutes before the meeting. Kerry asked if everyone had a chance to review them and for any changes. No changes suggested. Motion to accept prior meeting minutes by Richard Browning, second by Ted Shafer
- IV. Treasurers Report – Judi Ann Lausier motioned approval and John Seagrave second.
  - A. Bank Balance = \$12,069.75
  - B. Expenses since last meeting (9/17/2020): (\$128.60 Eversource, Quickbooks, Web Hosting)
  - C. Credits since last meeting:
    - i. \$452.87 dues collected since last report
    - ii. \$650.00 additional dues anticipated through year end
- V. Current Business
  - A. Town Selectman, Ted Shafer
    - i. Economic Development: The Library Lane land sale is going through. As soon as the closing is done, the town will be reaching out to developers who are interested in location businesses in town.
    - ii. The new landowner of the front of the Library Lane, Mr. Patell, will be submitting final plans for his liquor store and convenience store at the Planning and Zoning meeting being held virtually at 7:00 on Oct. 29. Visit the Town website for details.
    - iii. Light up Burlington: Ted thought the program was success. For the first time out for this tribute, there was a great deal of participation.
    - iv. There has been a change in leadership at the BVFD. Mike Boucher is now the Chief and Jason Warner is Assistant Chief. Kerry will contact Mike Boucher to congratulate him and offer the support of the Chamber to him and the department. Jon Haviland is still part of the dept.
  - B. Membership Updates, Richard Browning:
    - i. Active = 49 members
    - ii. 4 new members in-process: Abundant Health Massage Therapy & Wellness, Sherman's Taphouse, Lemongrass Asian Grill, and American Lawnsapes CT

- iii. 3 lapsed members: Smile Haven Dental Center, Joni's Childcare & Preschool, and Poor Me Tea
  - iv. 1 past due member for September: Renewal by Andersen
  - v. The previously reported bug in our online membership application on our website regarding the "pay by check" is resolved.
  - vi. Membership Ambassador Committee met on 9/29/202 via Zoom to discuss membership outreach and retention initiatives.
  - vii. Membership Ambassadors were assigned to each Chamber member. The team members are Dave Shepherd, Shaun Calhoun, Judi Ann Lausier, Carla DuBois, John Seagrave, and Rich Browning.
  - viii. Ambassadors will be contacting their respective members to: thank members for their continued partnership, determine what hardships they may be facing and see how the Chamber can help, ensure they are receiving our weekly newsletters, see if we need to add any emails to the distribution list, and invite them to an upcoming meeting or event.
  - ix. How has that outreach been going so far?
  - x. John Seagrave reached out to the Town of Burlington Assessor's office and retrieved a list of Burlington Businesses that we can use in our prospecting efforts.
  - xi. Suggestions that came from the meeting:
    - a. John suggested having a networking/promote yourself event to give members an opportunity to tell us about their business.
    - b. Judi Ann suggested as new members join to provide them time on the membership meeting agenda to allow them to introduce themselves and "strut their stuff".
    - c. Dave suggested having time on our agenda every membership meeting to allow members to give a quick pitch about their business.
    - d. Judi Ann suggested changing the name of our monthly membership meetings. She feels the name suggests the meeting objective is to discuss membership retention/recruitment. Rich agrees there may be some members hesitant to join the meeting because they don't understand the objectives. Margie suggested simply dropping the "ship" from Membership and trying Member Meeting
- C. Event Committee - Kerry reminded everyone about the Ribbon Cutting at Sherman's on 10/22 at noon. There are 10 guests registered, including Ted Shafer. We are limiting attendance to 20 guests. She also tasked everyone with coming up with an idea for a virtual Holiday event that

could be a fundraiser for Toys for Tots or another charitable organization and requested that they email her with their thoughts. Her own suggestions were a wine tasting, wine quiz, and Blingo event.

- i. Meal Program - Beginning again on 10/29 with only Greenhouse tavern participating for now. They will only offer meals one day per month. Kerry is trying to get ahold of Gjyl Kozlu, Director of Social Services to update her.
  - ii. Marketing Website redesign and committee - Kerry thanked Margie for her efforts in getting the website calendar and members directory current. There was some discussion about the website dashboard that we use, which is designed for Chambers of Commerce but seems to be lacking in many ways. Kerry asked that the discussion be carried over to an initial meeting of the newly-formed Website Committee. Kerry will email Margie, Rich, Chris and Carla about setting up a convenient afternoon meeting to get the ball rolling with some improvements to our site.
- D. Kerry adjourned the meeting at 12:56 pm.