



**BURLINGTON**  
CHAMBER OF COMMERCE  
SUPPORTING LOCAL BUSINESSES

THURSDAY, NOVEMBER 19, 2020 – NOON

VIRTUAL VIA ZOOM

Minutes

- I.) Call to Order: 12:04 PM by Kerry Brash
- II.) Attendance: Kerry Brash – President, Richard Browning- Treasurer, Carla DuBois- Secretary, Chris Borda- Board Member, John Seagrave- Board Member, David Shephard- Board Member, Diane Rivard, Diana Lepore- Board Member, Judi Ann Lausier – United Way, Ted Shafer- 1<sup>st</sup> Selectman.
- III.) Minutes: Kerry asked if everyone had a chance to review the September Minutes and for any changes. No changes suggested. Diana Lepore 1<sup>st</sup> motion, Judi Ann 2<sup>nd</sup>. Minutes approved
- IV.) Treasurers Report – Diane Rivard motioned approval and John Seagrave 2<sup>nd</sup>.
  - a. Bank Balance = \$11,792.74
  - b. Expenses since last meeting (10/15/2020):
    - i. \$128.49 Eversource, Quickbooks, Web Hosting
    - ii. \$47.86 eBurns Marketing- Annual renewal for web domains
    - iii. \$2,070.00 Dzen Farms for 90 holiday trees @ \$23.00 each
  - c. Credits since last meeting:
    - i. \$662.74 Dues collected since last report
    - ii. Additional dues anticipated through 2020-year end = \$125.00
    - iii. Tree sponsorships - \$1,275.00
- V.) Current Business
  - a. Town Selectman, Ted Shafer
    - i. Economic Development Committee: Carla attended the November Burlington Economic Town Committee meeting. Three projects were discussed.
      - 1. 276 Spielman Hwy project (Liquor Store) is coming along and has another Town of Burlington Planning & Zoning meeting scheduled for December. Project coming along.
      - 2. Prospect Street: Individual landowner is looking to do a solar panel project on the property. This will not be put in front of the Economic Development Committee or the Town of Burlington. This project will be handled through the CT Siting Council.
      - 3. 713 George Washington Turnpike- Bullet Trap USA building near Burlington Post Office- Owner is looking to lease office space or light manufacturing. It is two stories and has leasing opportunities.
      - 4. The old Marinelli's Restaurant owner Freed Marinelli is open for proposals and partnership to develop the land.
    - ii. Good News: Town of Burlington is going to receive recognition from the Secretary of State for the town election turn-out of 92% of registered voters, voted in the recent election.

- iii. Scott from the Burlington Public Works department is working on the Burlington Holiday trees initiative and trees are going up this week.
  - iv. Waiting for more guidelines from the Governor of CT for the Corona Virus situation.
- b. Committee Reports
- i. Membership Updates:
    1. Active = 53 members
    2. 5 new members: Abundant Health Massage Therapy & Wellness, Taphouse, Lemongrass Asian Grill, Vince Lambri Tax Service and Ophthalmic Innovations.
    3. 1 new member in process- American Lawscapes CT
    4. 1 previously lapsed member re-joined: Joni's Childcare and Preschool
    5. 2 lapsed members: Renewal by Anderson (non-responsive), and Sharon Farmer CPA (retired).
    6. 1 past due member: Custom Textiles
    7. Membership Ambassador Committee met on 11/04/2020 via Zoom
      - a. Shaun Calhoun asked to take a pause from the committee until further notice. His assigned members were reallocated to remaining team members. Dave Shephard, Judi Ann Lausier, Carla DuBois, John Seagrave, and Rich Browning.
      - b. Ambassadors have started contacting their respective members. So far the member response has been limited. The members that did respond appreciated that we are thinking of them.
      - c. The committee concluded that prospecting efforts using the Town of Burlington Assessor's business list should be tabled until at least next year. Our primary focus at this time should be retention of current members.
      - d. Member Referral Program target launch date is January 1, 2021. Judi Ann suggested campaign tagline "each one reach one."
      - e. Suggestions that came from the meeting:
        - i. Will we incorporate time in the agenda going forward to allow members to give a quick pitch about their business? This was a previous suggestion,
        - ii. Carla suggested sending a Thanksgiving or holiday message to our members possibly through Constant Contact.
        - iii. Judi Ann suggested asking Joe Prespare of Huddle Up Photography if he can put together a slideshow of our events he has photographed.
        - iv. Rich will contact Joe P. today to see if this is something, he would be able to accomplish for us in a timely manner. There may be an opportunity to combine Carla and Judi Ann's ideas into one message to our members
        - v. Next Membership Ambassador Committee TBD.
      - f. Kerry Brash discussed considering offering an Associate member rate. People don't want to be active but support the Burlington Chamber of Commerce. The Membership Committee at another meeting should

consider defining what that means along with the type of access the Associate Member could have to the Chamber benefits.

ii. Event Committee-

1. Toy Drive has begun. Carla & Colleen have offered their places of business to accept toys.

c. Meal Program-

1. The Burlington Chamber is working with Greenhouse Café & tavern to donate 12 (10-13 lbs.) turkeys for those in need.

- d. Marketing- Instead of a weekly newsletter being sent, it was agreed upon that Newsletters going forward would go out the 1<sup>st</sup> & 3<sup>rd</sup> Monday of every month starting in December. The website committee will schedule a date to meet soon. Past meeting was tabled until after the November Board meeting.

VI.) Motion to close: 12:54 PM Meeting adjourned.