



THURSDAY, FEBRUARY 18, 2021 – NOON

VIRTUAL VIA ZOOM

Minutes

- I.) Call to Order: 12:05 PM by Kerry Brash
- II.) Attendance: Kerry Brash - President, Colleen Ververis - Vice President, Carla DuBois - Secretary, Richard Browning - Treasurer, Margie Bowen - Board Member, Diana Lepore - Board Member, Dave Shephard - Board Member, Ted Shafer - 1st Selectman, Cindy Bombard – Central Chamber President, Kristina Mozzicato - Member, Diane Rivard - Member, Jade Athas - Member, Dan Callahan (visitor - Acadia Action Coach), Deirdre Tindall (visitor - Tindall Creative Marketing)
- III.) Minutes: Kerry asked if everyone had a chance to review the January Minutes and for any changes. No changes suggested. Rich Browning motioned, Diana Lepore 2nd. Minutes approved
- IV.) Treasurers Report – Colleen Ververis motioned approval and Diane Rivard 2nd. Approved
 - Bank Balance = \$11,512.61
 - Expenses since last report (1/21/2021):
 - \$132.20 recurring monthly expenses: Eversource, QuickBooks, Web Hosting
 - \$3,250.00 CCCC – 2021 Admin. Services Fee
 - \$68.75 CCCC – March 2021 newsletter printing
 - \$63.20 Chamber Dashboard annual fee
 - \$28.95 Visa Gift Card for 1 member referral reward
 - Credits since last meeting:
 - \$1,150.00 dues collected since last report
 - \$1,375.00 additional dues anticipated through Q1 2021
- V.) Current Business
 - Town Selectman, Ted Shafer
 - Covid Vaccinations- There have been two Covid Vaccination clinics held in the Town of Burlington for seniors. One was a drive-thru at the High School and the other occurred at the Burlington Town Hall. Both clinics held were able to vaccinate 200 people at a time. The Town of Bristol can accommodate 400 vaccinations at a time. The Health Director takes care of getting the vaccinations.
 - Foodbank: The Foodbank is doing very well and at this time does not have any financial concerns. Coffers are full at this time.

VI.) New Members:

- Kristina Mozzicato from Abundant Health was introduced. Kristina has been a massage therapist for 12 years and a certified cupping therapist. Her office is located on Rt. 4 in Farmington.
- Jade Athas is a realtor from Berkshire Hathaway referred by John Seagrave

VII.) Central CT Chambers of Commerce, Cindy Bombard

- Morning Jolt meetings will be held via Zoom the 3rd Wednesday of every month. Next meeting March 17th.
- Most recent Central CT Chamber of Commerce Newsletter went out.
- Legislative Round table occurred February 18th virtually and had 71 attendees.
- CT Paid Leave Act meeting held 2/18/2021 in the afternoon
- March 9th – Virtual: Diversity, Equity and Inclusion Part 3 of 4 and CTMA Virtual Meeting Open Roundtable for Owners/Presidents
- March 11th – Virtual: Regional Economic Outlook
- March 23rd – Virtual: Diversity, Equity, and Inclusion Part 4 of 4
- March 30th – Virtual: The Secrets of Effective Public Speaking
- Annual Dinner Regional is scheduled for October 28th

VIII.) Committee Reports

Membership Updates:

- Active = 55 Members
- 1 new member: Jade Athas, Realtor with Berkshire Hathaway Home Services NE Properties.
- 5 January past due members: Rich mailed letters on 2/6. Ambassadors conducting ongoing outreach for retention.
- Membership Ambassador Committee met 2/10/2021
 1. Each One Reach One program launched with 2/1/2021 newsletter. Already have one closed referral. John Seagrave referred Jade Athas. Each One Reach One is a member referral program. Existing BCC members receive a \$25.00 Visa Gift Card for each referred new member that joins BCC.
 2. New “Friends of BCC” membership level target launch 3/1/2021. This is an associate membership for non-business members including residents, families, professionals, and students. Cost of membership is \$50. Benefits include BCC e-newsletters, communication about happenings in our business community and events, name recognition on our BCC website. Two Friends of BCC member benefits the Ambassador Committee would like to bring forward for discussion and approval if needed:
 - a. Should Friends of BCC receive printed CCCC newsletters? For reference our cost to CCCC is \$1.25 per member per issue. Group discussed. Voted No.
 - b. Should Friends of BCC be allowed to participate in the Each One Reach One member referral program? Group discussion. Voted Yes. Rich motioned at the meeting to allow Friends of BCC to receive the \$25.00 Visa Gift Card for new business Members. Colleen 2nd and was approved.
 3. Ambassador Committee is working on creating a Friends of BCC launch marketing campaign for March 1st newsletter. If anyone has any suggestions for a campaign

theme please share or email Rich at Treasurer@burlingtonctchamber.org by this weekend if possible. Deadline is Wed 2/24 so we have content finalized by newsletter deadline of noon on Friday 2/26. We will also post the campaign to Facebook and ask to LIKE our BCC page. Please participate if you don't already LIKE BCC on Facebook. Please also share the posts.

4. Ambassadors sent personalized emails to their assigned members last week introducing themselves. The emails included a note about the new Each One Reach One program, and a personal invitation to today's member meeting. We will be doing this more regularly going forward to try to increase member participation.

- Event Committee-

Educational Events: Meeting held 2/17 to discuss what we can do moving forward to engage business customers? Concept- create a "Meet the Member" educational meeting and allow attendees to network and provide a 30-second commercial regarding their business. Some ideas:

1. Creative Kitchens- How to renovate your kitchen
2. Lemongrass- Cooking Demonstration
3. Larson's- Spring Planting and How to prepare your garden
4. New brewery in town – Making beer and how to pair with food
5. Lunch and Learn or Happy Hour format

- Marketing Committee

1. Website committee- Kerry to set meeting for March
2. Posting on our Facebook page – Admin approval and restrictions will be discussed at the March Board Member meeting to discuss rules and restrictions for posting on the Facebook page.

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