



THURSDAY, APRIL 15, 2021 – NOON

VIRTUAL VIA ZOOM

Minutes

- I.) Call to Order: 12:03 PM by Kerry Brash
- II.) Attendance: Kerry Brash – President, Richard Browning- Treasurer, Margie Bowen- Board Member, Ted Shafer- 1st Selectman, Colleen Ververis- Vice President, John Seagrave- Board Member, Diane Rivard- member, Judi Ann Lausier- United Way, Tyson Chamberlain-new member
- III.) Minutes: Colleen made a motion to approve the meeting minutes for prior meeting and Diane Rivard 2nd and all approved.
- IV.) Guest Tyson Chamberlain- business Residential Resorts LLC. They custom build swimming pools. Tyson oversees Sales and Marketing. Discussion included: 25 years' experience, 15 years owning RR, LLC. They do everything, "soup to nuts" including site work, hardscape, landscape, fencing, etc. Tyson grew up in Torrington and is very active in the community. Q & A included how long does it take to put a pool in? Week and a half if all supplies are available and water is subbed out and delivered. They are not a hot tub or spa distributor, but they can build one in a custom gunite pool design.
- V.) Treasurer's Report – Kerry Brash motioned approval and Judi Ann Lausier 2nd. Approved
 - Bank Balance = \$11,166.83
 - Expenses since last report (3/18/2021)
 - \$103.72 – Web Hosting & Eversource
 - \$132.94 – eBurns Marketing: Annual SSL Certificate
 - \$1,000.00 – (2X\$500.00) – Lewis Mills HS Scholarship
 - \$150.00 – Bristol Hospital Golf Tournament Tee Sign Sponsorship
 - \$28.95 – Visa Gift card to John Seagrave for his referral of Residential Resorts LLC
 - Credits since last meeting
 - \$624.80 dues collected since last report
 - \$1,375.00 additional dues anticipated through Q2 2021
- VI.) Current Business
 - Town Update – Ted Shafer
 - Town Hall staff vaccination clinics were very successful. 55 and under is a little too ambitious for the town to manage so they are partnering with Bristol//Burlington Health District holding drive-thru vaccinations at ESPN in Bristol.
 - Land Use- Pranav Patel developer has been approved to build upscale liquor and wine store at corner of Library Lane and Route 4. Second building in back has been approved for future use as possibly a food related market.
 - United Way/Town of Burlington Day of Caring coming up on May 14th. Focus is to clean up different areas around town including Rails to Trails, The Falls and Scoville Rd. area.

Meeting at 9:00 for quick breakfast, glove distribution and t-shirts. More info can be found through 1st Selectman's Office or United Way.

- Committee Reports:
 - Membership Updates:

55 active business members, 2 lapsed and 2 new members. Residential Resorts and SNE Septic, Dumpster & Tree Service. 4 active "friends" Friends of BCC was marketed in March. The goal was to get 7 likes per day, and we got 50 additional in total. Membership Committee to use Town database of prospective business members.
 - Membership Ambassador Committee: Met immediately prior to the 4/15 Member Meeting
 1. Each One Reach One – 2 rewards YTD
 2. "Friends of BCC" Marketing Campaign – Launched with March 1st BCC newsletter. We also posted the campaign on our BCC Facebook page. Please like and share the Friends of BCC post, and also like our BCC page. Goal was to get 7 likes per day in March. Achieved roughly 50 additional likes in total during campaign. As of 4/15/2021 up to 483 likes.
 3. Town of Burlington prospect list – Rich scrubbed the list that John received last year from the Town of Burlington Assessor's Office. Total of 325 prospective business members on the list, of which 146 include email addresses. List includes principal name, business name, address, and nature of business.
 4. Ambassador Committee is actively coordinating an outreach plan to start contacting the prospective businesses.
 - BOD Elections will take place at Annual Meeting in May. Suggested that we develop a nominating committee and hold elections consisting of 5 members no more than 2 Board members. Rich Browning offered to be a part of the committee. Chris Borda stepping down after almost 20 years of service.
 - Event Committee- Greenhouse ribbon cutting was a great success with over 20 attendees. Joe Prespare to get photos to Margie. Next event will be May 4th at Larson's. Educational workshop including various shrubs and perennials and how to care for them. It will be offered virtual as well as in person. Evening Sky Brewery to possibly have an event in July partnering with Avon/Canton Chamber.
 - Marketing

Website committee- discussing layout for redesign, Board to review proposal.
 - 12:54 PM Meeting adjourned.