



THURSDAY OCTOBER 29, 2021 – 8:00 AM  
ZOOM / VIRTUAL

### Board Meeting Minutes

**To start with, the reason I called this meeting was to get everyone's input about the following:**

I met with Cindy Bombard last week to discuss the renewal of our contract with Central. She asked me what our secession plan is for the next round of officers, which is only 20 months away. I do not plan on doing a 3rd term as President, and I know a couple of Board members who most likely will not do another term. At this point, I do not know of any current Board members who want to be the next president. Naturally, if we don't come up with an active BOD for the next term, we would need to consider if the Burlington Chamber should fold into Central. That, of course, led me to thinking about how that affects the website expenditure. Do we want to spend half of our current income on the website redesign if it's not going to be needed in less than two years?

As far as the contract with Central goes, we could turn over the back-end computer stuff to Central (we would keep our current website, but there would be membership and event links to Central's website and they would handle all aspects of those features...registering new members, sending renewals out under our name, managing the events - again under our own name), which would greatly lighten the load of our Treasurer and our website manager. Naturally, there would be an additional cost to us for them doing all of that...probably around \$1500 to \$2000 more per year... but, Cindy wasn't sure about that...we'd have to have further discussion.

There's a whole lot of "who knows what the future holds" in this conversation, but I sure don't want us to be broke when we get to the end of the current term, especially if someone steps up to be President who feels it's necessary to hand over the tech-y stuff to Central.

Other things to consider: would a better website offer us more opportunity to recruit new members? Will the development of Library Lane have a substantial positive impact on our Chamber? Should we be prepared with a modern website for that potential? If we do fold into Central, what else would we spend our money on?

**Our meeting this morning brought into focus a number of issues that we need to start addressing immediately:**

There is going to be a significant change in our current board starting in June 2022. Rich will be stepping down as treasurer, after 10 years of awesome service to the Chamber. David Shepherd will not be filling another Director's term after his long-term commitment to us. Carla may be transferred to another branch with the recent acquisition of Peoples by another banking institution, which may require her to leave us.

**We have 6 months to form a new leadership team.**

Judi Ann had a number of suggestions for possible members/directors to whom we could reach out: Burlington Volunteer Fire Dept representative (they are our community service partner)  
Someone from the Lion's Club

Hogan's (last year Theresa said she would consider a director's position once her daughter got involved with the business, which she has)

Dr. Ravin - Elite Smiles

John Haddad - HydroFlow

A town representative from Public Works, Town Hall, or other dept.

### **Website Expenditure**

There was much discussion about the necessity for an updated website. There are pros and cons that include the effect that a well-styled and user-friendly site would have on attracting new members and future economic development and the expense to update and service it. Judi Ann suggested that we approach the town, i.e. Economic Development Committee, to discuss helping us with funding. With all the talk about connecting all of the community organizations and town committees with each other during this election season, that might be a viable option. I will reach out to EDC and our First Selectman after the election.

### **CCCC Contract**

I think we all agreed that Library Lane will have a significant impact on our Chamber and believe that it would be great if we can hang onto own identity at least until that project is in full gear. With that in mind, I will ask Central to provide a proposal that addresses our challenges for which they can offer additional support, along with the cost for each support option. For the time being, we will renew our contract for next year as it currently stands.