



THURSDAY, JULY 21ST, 2022 – NOON
AT THE TAVERN

Member Meeting Minutes

- I. Call to Order at 12:02 PM by Kerry Brash
- II. Attendance: Kerry Brash – President, Rich Browning – Board Member, Jordan Sanford – Secretary, Jade Athas – Treasurer, Chris – Member, Kristina Mozzicato –Member, Carla DuBois – Board Member, Judi Ann Lausier – Board Member, Amy Horle – Member, Theresa Dunlop –Member, Margie Bowen – Board Member, Colleen Ververis – V. President.
- III. Motion to approve June minutes by Colleen; seconded by Carla.
- IV. Member Introductions around the room
- V. Town Newsletter Brainstorming
 - a. Greenhouse Tavern – wants to advertise
 - b. Researched Farmington’s Town Newsletter. Found the following on the town website: Town council, Articles about happenings, Quarterly newsletter, Event calendars – shared via email, “ExploreFarmington.com”
 - c. Greater Burlington Merchants Association – ad pamphlet
 - d. Chamber would not fund, but would support by planning and helping with advertising
 - e. “The Plymouth Connection” – example of a “newspaper” with ads and happenings
 - f. Demographic study to determine best means of getting out a newsletter - “Region 10 Bell” is quarterly (comes from LMHS) - Keep SEPARATE from town news and business promotions
 - g. Could be used as a recruiting tool for the Chamber
- VI. July 2022 Treasurer Report
 - h. Bank Balance = \$11,170.51
 - i. Expenses since last report (7/21/2022):
 - \$128.86 - Web Hosting, Eversource, QuickBooks
 - \$22.44 - Pizza and Salad for June Member Meeting
 - \$50 - Secretary of State Annual Report
 - j. Credits since last report (07/21/22):
 - \$658.50 dues collected since last report
 - \$150.00 Tavern Day Sponsorship - Andrew Perry Construction
 - k. Receivables: \$2,525.00 outstanding for July 1 due date (as of 7/21/2022)
 - l. Follow up question: Check with CCCC to see if renewing members are getting instructions to pay bill online.
 - m. Motion to accept made by Judy and seconded by Rich.
 - n. Jade will be collecting new payments and depositing checks
 - Also are “key holders” for the P.O. Pox
 - Transitioning over
 - o. Banking – signers – updated letter for the bank to change signers (must be on Chamber letterhead)
 - Will also need to sign new signature cards
 - Online banking username and password must be shared

VII. Membership

- a. New members and transitions
- b. Jade – new Treasurer
- c. Jordan – new secretary
 - Need login for secretary email
 - Any newsletter and website items can be forwarded to Margie
- d. Committee Ideas - Marketing, membership, events
 - Have quarterly meetings
 - Planning events / creating new events
 - Offering new market ideas to advertise for members
 - Outreach and retention
- e. Current Memberships - Membership Updates: (since last report 6/16/2022)
 - Active business members = 58
 - New business members = 1 (Professional Investors Life and Annuity LLC)
 - Lapsed members = 0
 - Active Friends of BCC members = 6
 - New Friends of BCC members = 0
- f. Ribbon Cutting for Burlington Spirit Shoppe
 - Friday, July 29th @ 9AM
 - Location – entrance of Library Lane
 - Get the big scissors and ribbon

VIII. Website / Marketing

- Transition with Central taking over back-office work, website will streamline
- New proposal submitted for website update
- Revised proposal sent to board of directors and officers
- \$5,000 for new website?
- Need help with writing
- Is there a way to capture who / how many are visiting the current website?
- Who is our audience? - Outside of the community – residents, new residents
- Make more user friendly
- New businesses encouraged to enter Burlington with the creation of “Library Lane”
- Chamber Dashboard – going out of business

IX. Meeting adjourned at 1:14 PM