



THURSDAY, MAY 18, 2023 – NOON, ELTON TAVERN
Meeting Minutes

- I. Call to Order by Kerry Brash at 12:05pm
- II. Attendance
 - a. Kerry Brash – President, Doug Thomson – First Selectmen of Burlington, Judi-Ann Lausier – Director, Theresa Dunlop – Member, Rich Browning – Director, Sharon Farmer – Friends of the Chamber, Megan Olender – Director, John Seagrave – Director, Jimmy Ji – New Member, DJ Murphy – New Member, Margie Bowen – Director, Michele Cutrali – Member, Jade Athas – Treasurer, Cindy Bombard – Central CT President, Tricia Twomey – Parks & Rec, Colleen Ververis – VP, Jordan Sanford – Secretary, Katie D’Agostino – VP of Central CT Chamber, Thom Smith - Director
- III. Minutes (April)
 - a. 1st Motion: Rich Browning
 - b. 2nd Motion: John Seagrave
 - c. February minutes have not yet been reviewed.
- IV. Treasurers Report –
 - a. Bank Balance = \$4,355.56
 - b. Expenses since last report:
 - i. \$156.75, Eversource (\$46.46), QuickBooks (\$30.30)+ \$79.99 In Concert Web Solutions
 - ii. \$2,525 – 3rd & 4th Installment to Webscape Design for our website upgrade.
 - iii. \$31.02 – Pizza & Salad from April Meeting
 - c. Credits since last report:
 - i. \$225 dues collected since last report
 - d. Accounts Receivables:
 - i. None – Next batch of invoices goes out 6/1 for July billing cycle.
 - e. Motion
 - i. 1st Motion: Rich Browning
 - ii. 2nd Motion: Colleen V
- V. Current Business
 - 1) Town Selectman, Doug Thompson
 - a) Town Update
 - i. 1.5% decrease in taxes
 - ii. Covey Road bridge is now open
 - iii. ARPA has been approved for the Chamber!
 - iv. Johnny Cake is officially designated as a “park”
 - Possible ribbon cutting?
 - Johnny Cake music festival might be a good time to have the event (Make a Mark – June 3rd)
 - v. Triscia with Parks & Rec – Funds for Community Hub website has been approved

- Linked through the town website - It is completely dedicated for events throughout town.
 - Everyone has access to this calendar
 - Must be approved by the Parks & Rec office before being posted on the calendar
 - Working on marketing with help from the Chamber
 - Businesses can pay to advertise on the website
 - Should be up and running by September !
 - Does not yet have a name!
 - “Explore Burlington” could be a fun name or “Burlington Chronology”
 - Looking for suggestions
 - Planning a mailing across town to get the word out
 - Budget is \$3500/year
- 2) Central Updates, Katie D’Agostino
- i. Annual Meeting – June 7th at the DoubleTree
 - Kerry Brash and John Seagrave will be recognized
 - ii. Annual Dinner – September 6th at the New Event Center
 - Two award winners!
 - (a) Jade Athas and Cindy Bombard
 - iii. Golf Tournament – August 7th
 - iv. Recognizing Cindy at her Retirement Party - June 27th
- 3) Membership, Rich Browning
- i. Business members = 61
 - New business members = 2
 - (a) Tonn’s Marketplace and Ahlgren Landscaping
 - Non-renewing business members = 5: Burlington Insurance, Bantam Wesson, Ophthalmic Innovations, Professional Investors Life and Annuity, and Smile Haven Dental Center
 - Friends of BCC members = 7
 - New Friends of BCC members = 1
 - (a) Sharon Farmer
 - ii. Two member referral rewards given at meeting
 - Jordan for referring Tonn’s Marketplace
 - Jade for referring Ahlgren Landscaping
- 4) Additional Town Happenings, John Seagrave
- i. Tonn’s won Best Farm Stand and Best Farm to Table awards for 2023!
 - Lt. Gov and Head of Dep. Of Agriculture will be going to Tonn’s at 10am Monday the 22nd to present the awards
- 5) New Officers (Elected by the Board) & Directors – **Effective June 1, 2023**
- i. President – John Seagrave
 - ii. Vice President – Jade Athas
 - iii. Treasurer – Megan Olender
 - iv. Director – Richard Browning
 - v. Director – Colleen Ververis to finish out John’s term (2024)
 - vi. Director to finish out Megan’s 2-year term (2024)
 - Thom Smith nominated - Vote after Member Meeting
- 6) By Laws Revision - Add Past President requirement to remain on Executive Committee for 1 yr.

- 7) Event Committee – Kerry
 - i. Right Step Mortgage – Autumn event with Avon/Canton – Wed, Sept 27, 5:30
 - Band, Jordan Sanford – unable to have Days Off play – conflicts with other band members
 - (a) Need to email Julie and let her know
 - ii. Marcum LLC – Joint event with another member at Burlington location; John Seagrave made contact. Zachary Hunter is discussing this with the Marcum team.
 - iii. Greenhouse Tavern – Kerry will follow up with Christian on the changes going on with leadership
 - iv. The Swimming Pool Store BAH, Thursday 5/18/23, 5:30 – 7:30
 - NOTE: Tavern Day Committee Meeting is at 7pm at Elton Tavern
 - v. Enclave, Ribbon Cutting
 - Kerry discussed business with Ari at Enclave
 - (a) Thinking 2-3 weeks out
 - (b) They’re our newest Board name!
 - (i) Says: “Enclave Grille, Open for Lunch & Dinner”
 - vi. Burlington Bottle Shop
 - Considering doing a Business After Hours this summer
 - (a) It would be a wine tasting
 - vii. Jade & Jordan’s “Home Grown, Home Buying Event”
 - June 8th at Larson’s from 5-7pm
 - This series of events has become more of a Networking and Small Business event!
 - Bring friends coworkers!
 - viii. Tavern Day 2023, John Seagrave update
 - Beer glass sponsorship needed
 - (a) \$1600 for 600 glasses
 - (b) Considering 400 glasses for this year
 - (c) Kerry going to create a quote to give to John – he has two businesses in mind to propose sponsorships to
 - Cutoff date for Expo – 7/1
 - Expo Attendees
 - Jade is starting a list
 - ix. Holiday Party – Combine with Annual Meeting
- 8) ARPA Funds – John Seagrave
 - i. \$4500 from the town!
 - Will cover the website and tree help!
- 9) Holiday Trees – Michelle, Thom, Jordan
 - i. Will be open to businesses and families in town
 - Sponsorship will be one OR three trees - depending on the demand (trees are in clusters of three)
 - You decorate your own tree
 - (a) Must be securely attached to the tree
 - (b) No glass/breakable ornaments
 - (c) No edible items
 - (d) Municipal trees
 - (e) “In Memory of” trees for loved ones
 - (i) Tree for girls scouts, boy scouts, cub scouts, etc.

- DJ Murphy to create the sponsor signs (30-60)
 - (a) Will send us quotes shortly
- Will vote on the trees – “best in show!”
 - (a) Jimmy to take photos of trees to promote the event
 - (b) Add to social media**
 - (c) Make a yearly Facebook page that ties the Chamber, Parks & Rec, and Historical Society
 - (d) November 25th??
 - (i) This is the date of the Holiday Decorating for the Tavern at 10am – do we want to piggy back the event?
- Kerry to send a list of tree farms to Michele – she will call to discuss the supply
- Jade will put out sponsorships – the form will have a box to check if they want to decorate a tree
- Thom will ask Deeply Rooted Farm in Harwinton about trees
- Colored lights vs the regular white lights??
 - (a) Scott will most likely just stick with warm white lights
 - (b) Michele is going to try to contact news station(s) to get the word out

10) Marketing

- i. Website – Margie update
 - Very close to being done!
 - Jimmy’s video is on the homepage!
 - Target launch date is end of May!
- ii. Social Media – Jade
 - Featured business of the week are scheduled for the end of the month
 - Will also be working on new member announcements
- iii. Bee’s Contracting and Remodeling –
 - ALL pavers are being donated by a contact connection made by Michele’s wife for the Make A Wish project for 6-year old Brodie!!
 - The chamber plans on making a donation – unsure if it will be needed though
 - Could we offer to bring \$100 worth of pizzas or something – Michele is going to take on
 - Totaling about \$15,000 for the pavers, all donated
 - (a) Have Jimmy go to film!
- iv. Michele - New York Life foundation created a new fund for terminal children at Connecticut Children’s Hospital

11) Adjourn by Kerry Brash at 1:17pm



THURSDAY, MAY 18, 2023 – ELTON TAVERN
Director's Meeting Minutes

- 1) Call to Order by Kerry Brach at 1:23pm
- 2) Attendance – Kerry Brash, John Seagrave, Jade Athas, Judi-Ann Lausier, Joran Sanford, Margie Bowen, Megan Olender, Rich Browning
- 3) Nominations for Thom to be elected as Director
 - a. 1st Motion: Rich Browning
 - b. 2nd Motion: Jordan Sanford
 - c. ALL IN FAVOR
- 4) By Laws - Updates
 - a. Adding a law to have the past president stay on the Board of Directors for 1 year after term ends
 - b. ***“The current President shall serve as “Past President” on the executive committee, with voting rights, for a min. of one year after the end of the presidents’ term and a new president is elected.”***
 - i. Motion:
 1. 1st Motion: Judi-Ann
 2. 2nd Motion: John Seagrave
 3. ALL IN FAVOR
 - ii. The new By Laws will encourage the president to not simply quit and bow out at the end of their term – they will pass the torch and help coach the new president to have a smooth transition
 - iii. Being part of the executive committee, they have the ability to vote, unlike the new president elect
- 5) Voting in Jimmy Ji – bartering photography for a year’s membership
 - i. Luminari Productions is his company – drone and photography work
 - b. 1st Motion: John Seagrave
 - c. 2nd Motion: Rich Browning

- 6) Hosting Directors Meetings bi-monthly going forward
 - a. **June Board meeting at 11am on the 15th of June**
 - b. Zoom in Central
 - c. Discussing roles
- 7) **Website Meeting at 3:30am on the 23rd of May**
- 8) Meeting at the Library in the future?
 - a. Something to consider in the future for larger meetings, as the Chamber keeps growing.
- 9) Directors and Officers Insurance – Iron Gate has our policy
 - a. Covers alcohol served at events
 - b. Discuss how other chambers are doing it – cost-wise for food and alcohol
- 10) New Member Emails
 - a. Propose having the entire membership automatically opting in for receiving emails for the Chamber
 - b. Central Chamber covers it – they still have the ability to opt out if members choose to do so
- 11) Adjourn by Kerry Brach at 2:04pm