



## MEMBERSHIP MEETING

*Thursday, December 21<sup>st</sup>, 2023 (Noon) - Burlington Public Library*

- 1) Call to Order at 12:08pm
- 2) Around the Room (:30 intros) – Kerry Brash – past president, John Seagrave – President, Jade Athas – VP, Jordan Sanford – Secretary, DJ Murphy – member, Lauren Howard – (NEW) Member, Heather Chirumbolo – member, Elizabeth Dolan – CCCC Member, Rich Browning – Director, Judi Ann Lausier – Director, Megan Olender – Treasurer, Thom Smith – Director, Margie Bowen – Director.
- 3) Approval of Previous Meeting(s) Minutes for November
  - a) 1<sup>st</sup> Motion: Kerry Brash
  - b) 2<sup>nd</sup> Motion: Rich Browning
    - i) \*Update the meeting minutes from November – add Heather’s last name and update the total members to 77 from 78
    - ii) Will forward updates by the EOD
- 4) Treasurer’s Report
  - a) Bank Balance = \$11,157.30
  - b) Expenses since last report:
    - i) \$302.24 - Eversource (\$46.46), + QuickBooks (30.30) + In Concert Web Solutions (\$74.99) Webscape Design (150.49)
    - ii) Check 1591- \$3,150- Dzen Brothers- 2023 Holiday Tree Purchase
    - iii) Check 1592- \$1,721.77- Greenhouse Tavern- 2023 Holiday Party
    - iv) Web payment- \$1,250- Q4 Billing Central Chamber
    - v) Web payment- \$28.95- Rich Browning Refund- Gift Card for Thom Smith Refer a Friend.
  - c) Credits since last report:
    - i) \$2,525- 2023 Holiday Tree Sponsorship
    - ii) \$2,100- 2024 Membership Dues Collected
- 5) Approval for Treasurer’s Report
  - a) 1<sup>st</sup> Motion: Rich Browning
  - b) 2<sup>nd</sup> Motion: Judi Ann Lausier
- 6) Town & Affiliate Reports
  - a) Doug Thompson (First Selectman) – unable to attend today
  - b) Sharon Farmer (EDC) – unable to attend today
  - c) Katie D’Agostino (President, Central CT Chamber of Commerce)
    - i) New Website will be up and running soon
    - ii) New Database is in the works
    - iii) New Jolt is 3<sup>rd</sup> Tuesday of every month

## 7) Committee Updates

### a) Membership – *Rich/Jade*

#### i) Business members = 79

- (1) New business members = 2: PayHub Payments and Ebner Camps
- (2) Non renewing business members = 0
- (3) Friends of BCC members = 9
- (4) New Friends of BCC members = 0
- (5) Past due members as of July 2023 = 3 (Bristol Health and 2 Friends of BCC members)

#### ii) Membership survey results as of 12/18:

- (1) 10 respondents in total
- (2) Scale of 1 – 5 how satisfied are you: 5 = 5, 4 = 1, 3 = 2, 2 = 2, 1 = 0
- (3) Most valuable features: Networking Events, Business Resources and tools
- (4) How easy do you find it to utilize benefits? Very Easy = 1, Easy = 3, Neutral = 6
- (5) How often do you utilize services or attend events? Weekly = 1, Monthly = 3, Quarterly = 3, Annually = 2, Never = 1
- (6) What factors influence your decision to participate in Chamber events or use its services? Timing, Location, and Relevance
- (7) Which channels do you prefer for receiving updates? Email and Social Media
- (8) What motivated you to become a member? 6 were recommended, 2 had a specific need, and 2 responded “other”.
- (9) How well has the membership met your initial expectations? Exceeded = 2, Met = 4, Below = 4
- (10) Survey went out – created by Thom and Jade
- (11) 15 responses back thus far
  - (a) Networking, businesses resources, and tools – best feedback
- (12) Working on a prospect member survey
  - (a) Many of the survey’s have a common theme – almost all of the negatives are individuals who are not regularly active with the chamber

#### iii) 2024 Initiatives

- (1) Looking to have more Business After Hours and Morning events
- (2) Continue to do ribbon cutting events

### b) Holiday Trees – *Jordan/Michelle/Thom*

#### i) Feedback on Holiday Sing, Sponsorships, and 2024 Planning

- (1) Partnered with the Library and Burlington Academy
- (2) Put up on the green and displayed during the Holiday Sing
- (3) Trees for next year – Larson’s is willing to provide the Christmas trees for next year!
- (4) Try to make it a tad bigger!
  - (a) Put up a tabletop tree at Tavern Day

### c) Events – *Kerry/Colleen*

#### i) Feedback on Holiday Party, Sponsorships, etc.

- (1) Holiday Party at Greenhouse was wonderful, as always
- (2) Costs were covered
- (3) Jimmy would happily return for next year

#### ii) 2024 Initiatives & Scheduling

- (1) Jade created a new calendar that will go into the next news letter!



- (a) In an effort to have consistency, working to create an event for everything
  - (i) Members can choose to do a breakfast or an evening event
  - (ii) Joint events with other chambers
  - (iii) Quarterly lunch n' learn
  - (iv) Small business round table during Small Business Week!

d) Marketing – *Margie/Jade/Judi Ann*

- i) Margie has already added Ebner Camps to the website within two hours of joining!
  - (1) Waiting on the write-up
- ii) Rich has followed up with Businesses who have not submitted a write-up yet
  - (1) Vast majority should be completed
- iii) Continuing to work on the “businesses of the month”
- iv) No other marketing updates at this time

8) Chamber Update

- a) 2024 Meeting Requests for Year (Membership & Board)
  - i) New sign? Possibly digital?!
- b) Meeting requests will go out at the beginning of the year from John
- c) Thank You to All!

9) Next Meeting (January 18<sup>th</sup>)

10) Adjourn at 1:06pm