

**Greater Georgetown Chamber of Commerce  
Board of Director's Meeting  
September 1, 2010**

Minutes

Participants

**Board Members:** Ray Hopkins, Helen Kruger, Lit Dryden, Jeanne Dukes, David Mueller, Linda Price, Joan Tyndall, Bill Taylor, Trish Schechtman, Bernice Edwards & John Rieley

**Also Present:** Karen Duffield, ED and guest Senator Joe Booth

Topic	Details	Action Items
<b>Call to Order</b>	Meeting was called to order by Ray Hopkins at 4:05 pm	
<b>Approval of the Minutes</b>	The July 7th minutes emailed and provided in the package	Motion made by Helen, second by Bill, motion carried
<b>Treasurer's Report</b>	<p>The Treasurer's Report was emailed by Joan and provided in the package.</p> <p>Karen presented an opportunity for the Chamber to get a new printer under a non-profit program from Automated Copy. Example \$16,000 copier @ ½ price or \$8000. Karen felt this was too expensive so they discussed a refurbished copier that could be obtained for about \$4200, with a maintenance contract of \$1620/year that includes supplies. As an aside Karen advised that the Chamber currently spends about \$1165 on supplies so it would be an extra cost of about \$400, but we would also save on the printing we need to go outside for. Karen advised that we should receive about \$8000 back on the community magazine which was not budgeted for so that could possibly be used for this purchase.</p>	<p>Motion made by David, second by Helen. Motion carried</p> <p>It was determined that the board is in agreement for Karen to proceed with obtaining proposals from current office supply members, including Pana Systems on the Circle (not currently a member) to see if they could match or beat Automated Copy, with Lit abstaining. Once the proposals are received, Karen will bring back to the Executive Committee for final decision on who to go with.</p>
<b>Membership</b>	Helen advised that we had currently have 432 members. She said she is looking for members for her committee. She normally has about 12 and is down to 8 so if anyone wants to serve or knows of anyone, the next meeting is 9/27 at 4 pm – train station. Helen also talked about the handouts – Laurel Business Expo – 9/30 (will market to Chamber members and Ray will coordinate for a Chamber Table) and flyer in Money Mailer with a 20% discount on membership. Helen also said the delinquencies are looking really good.	Ray asked the entire board to look at present chambers members to see if anyone might be asked to participate in the membership committee.

<b>Economic Development</b>	Lit and others discussed the lunch meeting of the Economic Development Council. He reported that today was one of the best hours he has seen. He said Karen did a great job discussing “branding” and what has been so far. He also discussed the BFF (Business Finder’s Fee) from DEDO, which is an incentive starting in October to encourage businesses to relocate to Delaware	Linda will add board members not on the ED distribution list to the email list for minutes
<b>Wings &amp; Wheels</b>	Linda advised that the next meeting is 9/9 – 3pm at the airport and the next are 9/16 and 9/30. Still looking for volunteers, especially on Friday for setup as we have most likely lost about 30 kids from the Christian HS. There was a suggestion to get prisoners from the jail. Linda also talked about needing advertising for the program booklet, the money mailer coupon, with free parking in the VIP area with coupon and selling 50/50 tickets. Each board member asked to sell their package, Ray kicked it off by purchasing his packet and reminding everyone to support this event.	David said he would check with the Sussex Young Leaders and Trish will check with their Stage volunteers. It was also suggested we see if the B/G Club could stuff the bags – Linda will check with Chris
<b>Delmarva Chicken Festival</b>	Karen said that the Delmarva Christian HS location was once again re-visited and miracle of miracles – the Town and Del Dot agreed to allow the festival to take place there. We are now confirmed at the HS for 6/17 and 18 2011. The planning committee will kickoff the event on a 9/21 meeting and Karen is asking for volunteers or if you know of someone who is willing to get involved. Trish has already volunteered to Chair the Entertainment, Donna Koskey will Chair the Arts & Crafts, Bill Taylor will help coordinate First Aid Communications. In addition, many of the non-profit organizations in the town will have the opportunity to have “revenue generating” activities that they will coordinate. This revenue, the Chamber can come up with a % they will receive with the balance going to that organization.	
<b>Strategic Planning</b>	John advised that the committee recently met and there was discussion that the plan should not just be directed at the Chamber but also to take in to consideration the business community and where it needed to go. Branding has been discussed as one of the top priorities, which the Chamber would partner with many of the entities in Georgetown to come up with a unified vision. Committee should only be made up of about 6-7 that could hammer out the specifics and then be able to present the plan.	
<b>ED’s Mail Bag</b>	Karen brought up the Georgetown Profile Book, providing everyone with a copy and discussed how well it came out. She also discussed the Brick’s Farmers & Foodie festival taking place on 9/26 with local farmers stationed at each of the 4 quadrants of the circle, entertainment, kids activities, food and much more. Chamber will do a marketing sponsorship – no monies, just getting the word out to membership to attend. Karen also discussed the Tourism piece the chamber is responsible for and provided	

	a copy of the Georgetown Walking Tour brochure that was put together by Karen with help from Lynn Lester	
<b>Halloween Project</b>	Joe Booth came to outline something he had been thinking about for a while which is a Haunted Tour, along the lines of one in Williamsburg & Savannah. Possible targets on the tour, The Brick Hotel, The GT Courthouse, GT Memorial Cemetery & Richards Mansion. This will be a joint project with Possum Point Players and Jim Hartzell. Jim will put out a casting call, they have costumes etc. Joe will spearhead getting sponsors, the Chamber will not put out any money nor will they be responsible for getting sponsors, their role is to help coordinate with Possum Point Players and the marketing using all their outlets. The coordination will include ticket prices, days of the tours and times. Linda voiced concern of whether Karen would have enough time to handle this coordination, with the needs of Wings & Wheels and the time left after the event. The consensus was there would be enough time and there may be others on the board or in the membership who will step up to help.	Motion by Helen, second by Linda to go forward with the plans as Joe presented. Motion carried.
<b>New Business</b>	WBOC Delmarvalist. Karen presented an opportunity for Chamber restaurants to join Delmarvalist. With each member signing up, the Chamber would receive \$100. This would be a Chamber marketing outreach only	All were in agreement to move forward
<b>Adjourn</b>	At 5:40 pm	
<b>Next Meeting</b>		Wednesday October 6, 2010

Minutes respectfully submitted by: Linda Price 07/08/10