

**Greater Georgetown Chamber of Commerce
Board of Director's Meeting
January 5, 2011**

Minutes

Participants

Board Members: Ray Hopkins, Linda Price, Joan Tyndall, Trish Schechtman, Helen Kruger, Donna Koskey, Chris Couch, Jeff Benson, Robbie Robinson, David Mueller, Bernice Edwards, Art Blanchette, Jeanne Dukes and John Rieley

Also Present: Karen Duffield, ED

| Topic | Details | Action Items |
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| Call to Order | Meeting was called to order by Jeanne Dukes at 4:05 | |
| Approval of the Minutes | The December 1 st minutes emailed and provided in the package – amended to show relating to the Milton Chamber joining our Christmas party – no comment by Jeanne | Motion by Joan, 2 nd by Helen, motion carried |
| Treasurer's Report | Treasurer's reports included EOY financials Balance Sheet, P & L as well as Budget. It was noted that as monies have been received in 2010 for phone book they were recorded. Also showing are monies received from the membership directory (approx \$5000) and there should be about \$2000 more to yet be received. Karen indicated that she wanted the budget #'s to be as transparent as possible, showing new initiatives as well as highlighting where we are under or over budget. | Motion by Helen, 2 nd by Ray, motion carried |
| Membership | Helen advised that we currently have about 419 members. The membership campaign helped at the end of the year and her committee tried to collect as much by year end. Helen also said that the board really needs to be actively involved in bringing in new members and helping to retain existing. We should be really selling the point to smaller businesses that do not have their own website how they can be a part of the Chamber website for a low fee. She also advised that Donna Koskey and Chris Couch have agreed to be a part of her committee. The next meeting is Monday 1/17 – 3:45 at the Train Station. It is also hoped that we will have better success with VIP Partners this year, membership dues are included and a payment plan can be set up. | |
| Economic Development | Linda with help from David talked about the Economic Development lunch. Focus was again talking about the runway extension. All is still underway for the 500' extension and Hal Godwin from the County advised that the County will not entertain anything concerning the additional 500' without financial assistance from the FAA. In order for that to happen we will need to have documentation that proves the need for the additional fee, ie increased flight traffic and more. It was also discussed | |

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| | that although PATS has said they have enough work for 5 years, in order for there to be justification for the additional 500', we will need to document growth other than PATS. There is some work happening on that front, with King Farm, possibly FEDX, UPS and the National Guard, but the FAA will not entertain a mindset of "if you build it, they will come", we will have to show concrete facts. Also discussed was the LA RED expansion and the new dental suite being built by Wal Mart. This expansion will bring about 30 construction jobs, as well as La Red adding to their staff. | |
| Christmas Parade | Jeanne said the parade went off very well although the balloons were labor intensive. She also said the parade came in significantly under budget. She has plenty of notes for 2011 when Bernice takes the reins. | |
| Christmas Party | Discussion was that the party was really nice and that it was a good idea to include the Milton Chamber, something we should think about for next year. Just a note that this year we will looking to do more "joint" things (ie mixers, etc) with other chambers. | |
| Chicken Festival | Karen advised that we really need to concentrate on sponsors. VIP partnerships do not include this event as it is a one time thing. Karen reminded everyone the next meeting is 1/20 – 1:30 at the train station. | |
| Farmer's Market | Karen advised that there is a strong possibility of a new site, closer to Georgetown, right in front of the Little League field. Some decisions will need to be made as the Market Master Pat Coluzzi would like to be less active. This being said, the Chamber will be able to make money, but will need to take a more active role each week to ensure the farmer's are in attendance. | |
| Easter Egg Hunt | Karen advised she has reached out to Ashley Hoban to see if she would like to chair again. Donna Koskey has stepped up to Chair. Date to be selected, possibly 4/16 or 23 | |
| Decadent Dessert | Linda advised the Decadent Dessert mixer will be 3/16 at Fulton Bank with a St Patrick's Day theme | |
| New Business | Affinity Energy – Ed Jackson speaker at the next breakfast on 1/12. Looking for board approval to for the Chamber to be a group under which Chamber members can become a part of possible reduced electric bills. No cost to the Chamber, but each business would pay \$50.00, of which the Chamber would get part. Karen said that many local chambers have been the lead for their members (ie Bethany, State, etc) Karen provided information on the Geocaching Trail from Delaware Tourism, an interactive "treasure hunt" has begun, where people use a GPS to search for caches. There is one outside the chamber office. | There was some discussion as to the pros and cons, but ultimately Jeanne asked Karen to get some more information to make sure of the legitimacy of Affinity Energy. |
| Other Business | Karen will be updating committees, etc and getting them out to the board for signup. She discussed a little of the effort being made during 2011 to target the Hispanic businesses and get | |

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| | them involved in the chamber. She also said that the long range/strategic planning that has been worked on needs to start up again and is looking for input. She advised that there is a museum coalition being considered for 2011. Jeanne asked for thoughts of leaving the board meeting at 1 hour or expanding to 1 ½ hours. | |
| Next Meeting | Wednesday – 2/2/11 | |
| | Minutes respectfully submitted by: Linda Price 01/8/11 | |