

Killingworth Chamber of Commerce February 11, 2009

Attendance: Judy Tripodi- Chair, Abbey Albrecht, Eileen Boulay, Tom Houpert, Ann Pellegrini, Dale Wilcox, Sue Gumbart

TREASURER'S REPORT: January report tabled until next meeting. Treasurer out with injury.

MINUTES: January minutes reviewed. A **motion was made to accept the January minutes. The motion was accepted.**

OLD BUSINESS:

Strategic Planning continues:

A) BOD decided to use the term "Mission Statement" in constitution rather than purpose. Both the terms "Purpose" and "Mission" has been used in printed publications in the past. No original document found to compare. This was also discussed during the Jan meeting.

B) Expanded Business Descriptions: Will give members opportunity to provide an expanded description of their products and services they offer using 10 words or less. Peg will add this to the online directory and descriptions will eventually be used in the printed directory if space permits. Will add description line on membership application. Will Email/ & mail notice to members with annual meeting notice.

C) Webpage: Will email & mail to members opportunity for personal webpage design. Mail will be with the annual meeting notice

D) Ann will complete/ recheck the email database so these notices can be sent out and to assure we are reaching all members.

E) No plans to restart printing Killingworth Map in directory at this time

F) Previous guideline of nonprofits allotted 1 page per year of advertising. Some, with text and advertising goes beyond that limit. Paid members always given first priority for space. Krier viewed as very important for community notices for our residents. No action to be taken now regarding the possibility of charging for space over 1 page per year. Editor maintains tracker.

G) More Ideas for exposure for our members (see below welcome letter, ribbon cutting ceremony, coupon booklet)

NEW BUSINESS:

Events: Dale put together a 2009 events calendar. Dale spoke with TrueValue and they graciously offered to host the Chamber's Fall social/networking event in Sept 2009. He has been in contact with the Fire dept and would like to again sponsor the Chili Dinner/ Business Expo in October during Fire Prevention week. Judy spoke with RunningBrook Farms and they graciously offered to host the Chamber's Annual Meeting and Spring Social/Networking event in April. They possibly will do a Spring Garden

demonstration/ presentation. Will explore possibility of a May social/networking event. A new business has expressed interest in hosting a Chamber social.

New Resident Welcome Letter: To help our members with visibility and to help new residents to Killingworth know all the products and services that our members provide, we will send all new residents a “Welcome to Killingworth” Letter and Chamber Directory each month. The Chamber had co-sponsored and funded the Welcome Basket in the past which received positive feedback from new residents and members. The basket has not been distributed for the last 11/2 years. At this time we will only send the letter and directory.

Ribbon Cutting Ceremony: Discussed possibility of helping new businesses that are having a grand opening with a Ribbon Cutting Ceremony (certain dollar amts were discussed). Will need to discuss budget with Treasurer when she returns.

Coupon Booklet: Again idea brought up regarding offering a coupon booklet from Chamber business. Will discuss further.

New Members: The BOD’s wishes to welcome our new members to the Killingworth Chamber of Commerce:

Whitney Ridge Stables LLC, Horse Training, Boarding, Lessons, 4H & Summer Camp Programs. **Whitney Lagace,** owner.
227 Little City Rd Higganum, CT 06441; 860-345-3948; email: whitneyridge@gmail.com ; Website: whitneyridge.com

Dino’s Pizza Restaurant, Full Restaurant. **Konstantinos Meleounis,** owner.
986 Killingworth Rd Higganum, CT 06441; 860-345-2990.

Meeting Adjourned 9:30 am. Next meeting will be held 8am, Wed. March 11,2009 at TDBanknorth.