

Town of Woodbury Chamber of Commerce Inc.

PO Box 234

Central Valley, NY 10917

www.woodburychamber.com

Minutes of meeting held on February 24, 2015 at 8:18AM at Village Hall.

Present:

Officers: Dan Vaughn, Joey Telesca, Chris Arent, Justin Hunter

Members: Robert Hunter, Desiree Potvin, Ralph Caruso, Mike Queenan, Kevin Abrams,
Richard Spisto

President's Welcome: Dan V. welcomed everyone who attended. Stated the board wants more participation and input from members so they can be better served.

New Business:

Chamber Discussion – Ideas & Events:

- Members present and the board discussed ideas for the chamber to follow through on, the following is a summary of the discussion.
 - Considering membership referral benefits, reward for signing someone up.
 - In the future, ad space on the website for everyone, premium ad space available.
 - Website is getting good viewership, looking for ways to leverage the exposure.
 - Possible quarterly / regular pamphlets to be distributed by some means.
 - Considering monthly ads in the Gazette.
 - Find more ways to push 'Shop Local' and encourage local business use.
 - "Ask a Business" feature on the website.
 - Considering quarterly events, one per season such as Trunk-or-Treat.
 - Participate in more local events, show up with a banner showing members.
- More updates and discussion to follow in the coming months.

Chamber Cell Phone:

- Put off until next meeting.

Pave Route 32 Petition:

- Justin H: Chamber will be launching a petition to be sent to state officials to request pavement of Route 32 within the boundaries of Woodbury due to the terrible conditions of the roads which degrade further each passing year.

VP of Program:

Next Mixer: Next mixer is 3/10/15 at NYS Signs.

Next Meeting: Next meeting is 3/24/15 lunch meeting at the Senior Center.

Meeting location was later updated to breakfast at Village Hall.

Adjournment: With no further business to discuss, Chris A. offered a motion to adjourn the meeting at 9:01AM, seconded by Justin H. with everyone voting in favor and the motion was unanimously carried.

Respectfully submitted,

Justin Hunter

Town of Woodbury Chamber of Commerce Inc.

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Minutes of meeting held on March 24, 2015 at 8:16AM at Village Hall.

Present:

Officers: Dan Vaughn, Joey Gianzero, Chris Arent, Justin Hunter

Members: Frank Collins, Kevin Abrams, Sue Arent, Chris Scibelli, Mike Queenan, Desiree Potvin, Leslie Rose, Christine DerOhannesian, Maria Hunter, Ben Meyers, Heather Paul

President's Welcome: Dan V. welcomed everyone who attended and appreciated the turnout and participation.

Guest Speaker: Heather Paul – Heather spoke about key areas and tips to focus on from a marketing standpoint for businesses. Business Cards, Bounce Backs, Websites & Social Media.

Business Cards – It's a disservice to not have a business card. The back should also contain coupons and offers to encourage repeat customers. Discount off the next job or items.

Bounce Backs – Anything you hand out, be it receipts or promotional material should have incentives on it to come back to you. Similar to the business cards it can be offers and discounts. Cross-promotion is also key. Team up with a complementary business and have each other's material available for customers.

Websites – First and foremost it needs to be modern and easy to use. The key phrase is "Less is More". Customers need to find what they want within seconds otherwise they can be lost. Mobile functionality is key too. More and more searches are done from smart phones and tablets, many sites ignore making sure they operate well on such devices. Testimonials is a key thing to have as well, let customers voice their opinions. Follow through on any negative reviews, ask what can be done to make it right. Try to turn around anything negative and win them back within reason.

Social Media – It isn't necessary to be on every social site out there. Facebook is the key one to be involved with. It has the largest outreach and the largest amount of people using it. Twitter, LinkedIn and others are much less important to focus on.

Secretary: Motion by Justin H. to accept the minutes of 2/24/15, second by Dan V. All voted in favor.

New Business:

Chamber Cell Phone – Number + Text Message Reminders:

- Justin H. discussed the need for the chamber to have a phone number again. Going with a cell phone will allow to have a non-centralized phone plus with the added benefit of being able to do text messages to and from the members for event reminders and more. Receiving messages would be opt-in from the members. Maria H makes a motion to go for \$15/m for 250 minutes and \$5/m for 1500 texts + 150mb data from Consumer Cellular. All vote in favor. Justin H. will look into sourcing a free phone to use with the plan.

Dues Increase for 2015-2015

- Dan V. discussed the need to increase the dues from \$75 for a year to \$100. Cited that it is long overdue for starters. We also need the extra income to help balance out the cost of running events and meetings. Maria H. motioned to accept the increase with Dan V. seconding. All voted in favor.

Casino Night Fundraiser:

- Dan V. let the membership know that the committee will be meeting with Spencer Daniels Agency to discuss the logistics of running a Casino Night Fundraiser for the chamber on the following Thursday at 9 am at Town Hall. The committee and board will return with an update. Committee is Kevin Abrams, Desiree Potvin and Maria Hunter.

Old Business:

On-Going Chamber Discussion – Ideas & Events to Pursue:

- Joey G: Memorial Day Parade – Wants to do the float again.
- Dan V: Wants to do a Big Band era themed dance at the senior center for the seniors. Get community and business participation.
- Ben M: Suggested looking into hosting a weekend art show, big tent and multi-day event next year.
- Christine D: Suggested looking into doing a larger mixer at Palaia Vineyards similar to how other chambers host them. There's a big potential to make money off of it.

VP of Program:

Next Mixer: Next mixer is 4/14/15 at Keller Williams.

Next Meeting: Next meeting is 4/28/15 breakfast meeting at Village Hall.

Member Comments:

- Christine D: Reminder about the upcoming Expo. Many businesses and members participating. Expecting a huge turnout. Lots of events, demonstrations, prizes and more.
- Kevin A: Asked if there is an update regarding the sign at the top of Smith Clove Road.
 - Dan V: Looking into having it replaced. *"Personally guarantees the sign will not be disturbed by the state, otherwise will personally relocate the sign."*
- Maria H: Woodbury Day – October 3 this year due to September being a very full month. More information will be coming.
- Maria H: Orange County Fireman's Parade – September 26. Suggested we keep an eye on it for opportunities to participate. It's looking to be a very big parade due to it being Highland Mills 125th anniversary and the parade's 100th anniversary. Turnout will be tremendous.
- Sue A: Blood Drive on April 19, 10 to 3 at the ambulance building.
- Christine D: Questioned how the chamber handles posting events on the website and Facebook. Suggested posting all events on Facebook, even if the business or person already made their own event on it.
 - Justin H: Currently looking into how best to handle posting of events to the website and facebook. Will go with the advice of simply posting each thing as an event on Facebook however.

Adjournment: With no further business to discuss, Kevin A. offered a motion to adjourn the meeting at 8:55AM, seconded by Dan V. with everyone voting in favor and the motion was unanimously carried.

Respectfully submitted,

Justin Hunter



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MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
May 26, 2015
Held at the Highland Mills Firehouse

The meeting was called to order at 8:25 am by President, Dan Vaughn, there being a quorum of the Board present. The attendance roster is attached and made a part of these minutes. Eydie Lopez took the minutes on behalf of the former secretary.

President Vaughn welcomed the Directors and those in attendance. As minutes of the last meeting were not presented no request for approval was made.

President Vaughn presented the slate of officers to serve during the 2015-2016 term as follows:

President, Christine DerOhannesian
Vice President Planning, Tammy Sabat
Vice President Membership, Melanie Richards
Secretary, Eydie Lopez
Treasurer, Robert Weyant

A motion to accept the slate presented for filing as of June 1, 2015: Passed

Pete McGouldrick of the Woodbury Community Association invited all in attendance to the Associations Golf Outing;

Motion to adjourn at 8:28 am: Passed

Attachment

Attendance Roster

MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
May 26, 2015
Held at the Highland Mills Firehouse

Attendance Roster

2014-2015 Officers: Chamber Board Members

President, Dan Vaughn; Vice President Planning, Joe Telesca (absent); Vice President Membership, Joe Gianzero; Secretary, Justin Hunter (absent/resigned); Treasurer, Chris Arent

Members

Kevin Abrams, Pete McGouldrick, Robert Weyant, Eydie Lopez, Melanie Richards, Christine DerOhannesian, Bennett Kogan, Desiree Potvin (representing Town of Woodbury) Michelle Chartier, Saeideh Moslem, Tammy Sabat, Sue Arent

Guests

Ronnie Mapes guest of Skyline Chimney

MINUTES
Of the Meeting of the
Woodbury Chamber of Commerce
June 23, 2015
Held at the Highland Mills Firehouse

The meeting was called to order at 8:13 am by President Christine DerOhannesian there being a quorum of the Board present. The attendance roster is attached and made a part of these minutes.

President DerOhannesian welcomed and introduced the new Directors and thanked the previous board for their passion, service and continued interest in the community. President DerOhannesian then introduced the current Board:

Vice President Planning, Tammy Sabat
Vice President Membership, Melanie Richards
Secretary, Eydie Lopez
Treasurer, Robert Weyant

Treasurer Robert Weyant presented the Treasurer's Cash Report. Balance as of June 22, 2015 is \$2,985.33.

Secretary Eydie Lopez requested approval of the minutes of the meeting of May 26, 2015 which were posted on our website.

**Motion to approve the minutes of the Woodbury Chamber of Commerce meeting of May 26, 2015:
Passed.**

VP, Membership, Melanie Richards introduced the new members to the Chamber:

Judy Annunziata, Edible Arrangements of Monroe
Howard Lane, Farm Family
Gina Guiliano, Gina Marie's Studio of Makeup Artistry
Melanie Richards, Increase Your Visibility
Tina Criscione, In-Touch Holistic Therapy
Lorraine Murphy, Safe Haven Arts
Ken Rosenblum, On Site Confidential Shredding

Vice President of Membership Melanie Richards reviewed the Welcome Packet and Membership Application. She explained how their will be opportunities for your business to be spotlighted at the monthly meetings. The application has been revised and is emailed and on Facebook and will be on the website soon. A change will be made to the Welcome Packet indicating the correct meeting date to be the 4th Tuesday of each month.

Vice President of Programs Tammy Sabat reviewed the calendar of events along with other Chamber events. All of the members will have an opportunity to sponsor or co sponsor with businesses for upcoming events. We will also have guest speakers at our monthly meeting.

President DerOhannesian asked everyone to visit and like our facebook page for updates and changes.

President DerOhannesian advised that the program, Constant Contact, used to communicate with the membership is due to be renewed.

Motion to approve the renewal of Constant Contact membership fee in the amount of \$116.76: Passed.

President DerOhannesian stated we would be looking into purchasing name tags, palm cards and other items so that when attending functions we are well presented.

President DerOhannesian advised we will need someone to maintain the website. Last year \$460.00 was paid for the maintenance of the website. We are looking to receive quotes from at least three companies for the maintenance of our website. Currently the previous site is currently not being maintained.

We have been notified by the state that the sign on the corner of Route 32 and Smith Clove Road is not in compliance but as long as it is maintained it will be okay. As the businesses change frequently, we would like to update that sign with bullet points of the benefits of shopping local instead of business names. We would also like to have a Welcome Center with an address on the sign. President DerOhannesian suggested Hudson Valley Help Wanted.com as the Chamber's Welcome Center. Their business is located on Abrams Street and have 30 employees with regular business hours.

President DerOhannesian is looking to recruit new members and expand our membership, as well as a obtain a new phone number. She encouraged any business to offer tips at any meeting. We will also spotlight a guest speaker for 10 minutes. We would also appreciate receiving company logos so that they can be displayed on our facebook page.

President DerOhannesian asked all of those present to introduce themselves and their companies.

Some of the new businesses recently came or coming into our community are:

- Elks Place
- Fish Market
- Gasho (Re-Opening)
- Cabelas
- Mercedes Benz

President DerOhannesian asked attendees to stay tuned for community events. At future meetings the membership table can be used to place business cards and/or information on your business.

Motion to adjourn at 8:49 am: Passed.

Attachments:

- Attendance Roster
- Minutes from May 26, 2015
- Treasurer's Cash Report

MINUTES
Of the Meeting of the
Woodbury Chamber of Commerce
June 23, 2015
Held at the Highland Mills Firehouse

Attendance Roster

Howard Lane, Ben Meyers, Pete McGoldrick, Debby Evans, Ken Rosenblum, Kevin Abrams, Tina Criscione, Chris Scibelli, Bennett Kogan, Lionel Durant, Sophia McKenzie, Sheila Pearl, Joe Gurlack, Bob LaPolla, Susan Arent, Gerson Levitas, Rich Spisto, Michelle Chartier, Desiree Potvin, Liza Summers, Nini, Kaur, Paul Campanella, Cheryl Fils-Aime, Christine DerOhannesian, Melanie Richards, Robert Weyant, Tammy Sabat, Eydie Lopez

MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
July 28, 2015
Held at Highland Mills Firehouse

The meeting was called to order at 8:04 am by President, Christine DorOhannesian, there being a quorum of the Board present. The attendance roster is attached and made a part of these minutes.

The minutes of last months' meeting were posted. A motion to accept the minutes for filing: PASSED.

Treasurer Rob Weyant stated that as of July 28th the Chamber had a balance in their account in the amount of \$3,409.79.

Our speaker this month was Meredith Nierenberg. She is the Program Administrator for Orange and Rockland Utilities. She spoke of a Green Team, natural gas safety and energy efficiency programs. Meredith also mentioned there are rebates on gas and electricity and would be happy to speak to anyone interested in more information after the meeting.

Upcoming events include Castle Fun Center, Multi chamber mixer and a Fireman's parade. There will also be an October candidates question and answer debate. That would be a neutral platform with public questions presented before the event and chosen randomly the evening of the event.

Our website is currently unavailable and we are communicating through facebook and emails. We are currently looking for quotes from website companies.

Motion to adjourn at 8:31 am: Passed

Attachment
Attendance Roster

MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
July 28, 2015
Held at the Highland Mills Firehouse

Attendance Roster

Members

Kevin Abrams, Pete McGouldrick, Robert Weyant, Eydie Lopez, Melanie Richards, Christine DerOhannesian, Bennett Kogan, Desiree Potvin (representing Town of Woodbury) Michelle Chartier, Saeideh Moslem, Tammy Sabat, Sue Arent

MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
August 25, 2015
Held at The Rez

The meeting was called to order at 7:00 pm by President, Christine DerOhannesian, there being a quorum of the Board present. The attendance roster is attached and made a part of these minutes.

The minutes of last months' meeting were not distributed in time so they will be approved at our next meeting.

Treasurer Rob Weyant stated the balance in our account as of August 25th is \$3,772.29

We have received quotes from three website developers and the cost to the Chamber would be approximately \$350 per month. President DerOhannesian believes that for \$200 a year the Chamber can create its own website. We will then be in control of the information going into the website as well as the timeliness of that information.

**Motion was made to have the Chamber develop and update its website for \$197 per year:
PASSED**

The Chamber will host an Orange County briefing at Falkirk on September 21st which will be open to the public. We are requesting approval to give Falkirk a \$500 deposit for this event. We will make the money back by charging each attendee \$35 and in order to make back the money we will need 20 people to attend.

Motion made to write a check to Falkirk Country Club in the amount of \$500 as a deposit for the Orange County briefing on September 21, 2015. PASSED

President DerOhannesian also mentioned how the Board is currently using dropbox for all of its forms and information sharing.

Motion to adjourn at 7:26 pm: Passed

Attachment
Attendance Roster

MINUTES
Of the Meeting of the Woodbury Chamber of Commerce
August 25, 2015
Held at the Highland Mills Firehouse

Attendance Roster

Members

Jeanette Caruso, Ralph Caruso, Sheri Ann Cook, Laurie Dziedzic, Monroe Chamber of Commerce President, Lyn Prestia, Chris Arent, Rick Walls, Pete McGouldrick, Sheila McGoldrich, Dan Lux, Susan Arent, Kevin Abrams, Ed Shanker, Rich Spisto, Paul Campanella, Ben Meyers, Nini Kaur, James Skoufis, Christine DerOhannesian, Robert Weyant, Eydie Lopez, Melanie Richards