

**GREATER GEORGETOWN CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

The Georgetown Train Station

Wednesday, April 4, 2007

4:00 p.m.

In Attendance: Joan Tyndall, Toby Givens, Judy Johnson, Martin Donovan, Joy Sikora, Randall Cash, Sue Messick, Jan Fraipont, Helen Kruger, John Culp, Beatrice Edwards and Debbie Hartstein

The President Toby Givens called the meeting to order at 4:10pm at the Georgetown Train Station, Georgetown, Delaware.

Minutes Report: Minutes were emailed to all board members and were submitted at the meeting by Debbie Hartstein. Randall Cash made a motion to approve the minutes and Joan Tyndall seconded.

Treasurer Report: Reports were emailed to all board members and were submitted at the meeting by Joan Tyndall. Noted that we have over \$15,000 in receivables and only \$1075 accounts that are over 90 days old. We have money even though we have the Summer Festival book to pay out. The Summer Festival Committee is hoping to break even. Randall made a motion to accept the Treasurer Report and Judy Johnson seconded.

Economic Development: Randall Cash and Martin Donovan were at the meeting today. Main discussion was on the University of Delaware Survey. The town is behind the survey and feels it will be a good thing. They plan to finalize a project for a new Hotel and a Wawa on the Calhoun Property within the next two weeks. Joy Sikora doesn't approve of the survey and feels it isn't going to help. The survey will be conducted in front of Wal-Mart, Fresh Pride and on Main Street down town Georgetown. Joy feels they should have the survey with town taxes and return the survey when

you return your taxes. Georgetown did a survey and received back 300 to 400. Toby suggested we compare those surveys to the U of D survey. Joy is concerned we won't get the information we are looking for with this new survey. The survey will be also in Spanish but if those people have questions regarding the survey, they will have a problem. Martin stated the committee is still in need of volunteers to help with the survey.

Easter egg Hunt: Donna and Charlie were not at the meeting but most of the members present did go. They all felt it was the quickest hunt they had ever seen. It was over in less than 2 minutes. Toby said they estimated approximately 500 people were in attendance. He was very happy with the turn out. There was plenty of food and fun. Scott did a great job as the Bunny. Helen would like to see us next year split up the age groups with ages 2-3, 4-5, 6-7, 8-9 and 10-11 year olds. Sue felt if we did that we would need more eggs. They had tried to split the groups up in the past but it seemed to drag on too long. Donna informed parents that they could not participate but some did anyway. The board members were very happy with the publicity with many Newspapers in attendance. Helen liked the way the Countian had the Easter Egg Coloring Contest where the participants had to come see who won.

Membership: Helen reported the membership is up to 360. She has 5 or 6 pending. Committee meeting was last Monday night and each member received a list of businesses to contact. Toby wants Helens goal to be 400 by July – she did not commit to it. Helen and Joan have been telling new members to get the application off the website. It is fast and easy. Randall pointed out that we had the most members join last month which is 22 members. Joan stated that this is noted in the Newsletter too. Joan also stated that we had over 6700 hits on the website. Businesses are coming to us now to join. Helen is contacting the Heart Association and Rotary to join.

Summer Festival: Sue Messick's committee met last night and Bobby Engel from the Spot Light was in attendance and wants to go out and make money by selling ads on television. She proposes 30 second spots where they would advertise the Summer festival for 15 seconds and then another advertiser such as Wal-Mart for the other 15 seconds. Valarie is also contacting Wal-Mart for a grant of hopefully \$3000 to share with the Christmas Parade. Sue states they have \$8200 in ads billed and have collected \$6,097 so far. Toby assures us the County has approved a donation and just waiting for the check to be cut. Sue stated McGee Motors is giving \$500. Wade Perdue mentioned to Sue about the Delmarva Stars (comparable to American Idol) having their contest during the Summer Festival. Wade Perdue stated that last year's winner has done an RCA recording. Sue's only concern would be to the Great Scott Broadcasting conflict where they are donating air time free. Valarie is contacting Great Scott to see if they are concerned. Otherwise, they suggested the County to sponsor the Delmarva Star.

Correspondence: Lit Dryden sent the board a Thank You letter. We had sent him a fruit basket during his recent hospital stay. Toby has received a couple of letters from organizations that want a donation. The Car Show done by the Redmen is having a show on Mother's Day Weekend. They are requesting a \$30 ad. This is an Alzheimer Benefit. John Culp made motion to approve and Helen seconded. Also, Helen will contact the Redmen to see if they will join the chamber. We donated to the Car Show last year and the Redmen donate to the Summer Festival.

Peninsula Blue Grass (Member) has their Festival at the Marvel Museum and has a ½ page ad for \$100 and full page ad for \$150. We did a full page last year. Jan Fraipont made motion to approve the full page ad and Sue Messick seconded. Helen gave a letter to Toby from Amy Wyatt regarding the World Wide "Odyssey of the Mind" program. They are looking for a donation but didn't state

how much. Joy felt this was an excellent idea and made a motion to give \$100 donation with Jan Fraipont seconding.

Newsletter: Laura is doing a good job. Joan stated they have gotten more business card ads even though they increased the price. The Newsletter should be completed by tomorrow and mailed by Monday. Toby pointed out that we should check out the celebrity showcased in it: Our own Randall Cash is the Ambassador of the Quarter for another chamber town.

Breakfast/Lunch Meeting: Breakfast Meeting will be this next Thursday. Joan felt that the last lunch went very well considering no phone calls and only went by fax and email. There were 52 in attendance. She felt the Speaker also had a lot to do with the attendance too.

Board Comments: Joan wanted to discuss the Scholarship. She had sent out a previous email for input and Joy Sikora would like to Chair the committee. Joan stated the Chamber use to have a scholarship and since now we have some extra money would like to provide it again. Joan printed off the application from Millsboro's Chamber for a starting point. Discussion was made on having just Business Majors, giving a scholarship to a boy and a girl; giving to someone older going back to college or requiring the student is connected someway to a Chamber Member. Also, letting either High School or Del Tech to find a worthy student. Further discussion whether we provide just a one year or a continuous scholarship for 4 years. Joan made the motion to have the scholarship and Jan seconded. Helen wanted to discuss the value limit of \$1000 or \$2000? Joan went over the Millsboro application and the board agreed we could require a 2.75 GPA and require the student have a 19947 zip code address and also require the student attend one of Delaware colleges. A committee was formed with Joy as the chairman and Judy Johnson, Sue Messick

and Beatrice Edwards on the committee. We hope to get it resolved and have a return date for the student by May 30th and Work on this earlier next year.

Bill Board located on Jeff White's property on Rt 13 was discussed. Joan went over the bill board Jeff proposed where he suggested we put the website he purchased where they spell out chamber of commerce instead of coc.com. But as Joan pointed out it would be 44 digits and may be too long for anyone to remember. Randall made a motion to stay with the short version of coc.com and John Culp seconded. All approved with Joy Sikora abstained.

Adjourned at 5:10pm

Respectfully submitted,

Debbie Hartstein, Treasurer