

**GREATER GEORGETOWN CHAMBER OF COMMERCE
BOARD MEETING MINUTES
THE GEORGETOWN TRAIN STATION
Wednesday, February 6, 2008
4:00**

In Attendance: Jan Fraipont, Toby Givens, Helen Kruger, Lit Dryden, Jamie Magee, Debbie Hartstein, Judy Johnson, Joan Tyndall, Ashley Hoban, Kyle Morgan, Ray Hopkins, Joy Sikora, Jeanne Dukes, Charlie Foskey, Bernice Edwards and Robin Parker.

President Jan Fraipont called the meeting to order at 4:15 pm at the Georgetown Train Station, Georgetown, Delaware.

Minutes: The minutes were sent by email to all board members. Toby Givens made a motion to accept the minutes and Lit Dryden seconded.

Treasurer Report: Joan Tyndall handed out Balance Sheet and Profit and Loss statements dated January 31, 2008. Ray Hopkins motioned to approve these reports, Lit Dryden seconded and everyone approved.

Joan also handed out the Budget for 2008. Since in 2007 advertising went over the budgeted amount of \$1500, an increased amount of \$10,000 will be allotted for 2008. Jeanne questioned if there would be a way to figure the return on investment of the ads. Joan felt that it would be hard to know. Some of the examples of ads last year were The Countian and WGMD for the food drive. Ray Hopkins felt that advertising is necessary; however he requests that it be tracked in 2008 by asking new members or callers how they were referred to the Chamber.

Ray questioned the salary amount for the executive director. It was decided to be discussed with new business. The website budget was increased to \$3500, to allow for updates and improvements. The Christmas budget was also increased. The membership dues income increased thanks to new memberships being higher than estimated. Ray Hopkins questioned the -500.00 difference for member's meals. This amount is an accumulation of meals not being paid for by people working during the luncheon, some RSVP's that did not attend, and the members that use credit cards to pay for the luncheon (approx. 2.25% fee). The budget will be brought up for approval at the end of meeting. Since the chamber is paying the Cheer Center and Del Tech for each meal, the people that RSVP and do not attend may need to be billed. Toby felt that some emergency cases may arise. Repeated offenders of this will be watched and may be billed.

Membership – Helen feels that this is a slow time of year for membership. We will hopefully stay at a membership of 455 to 460 until April. She is working out some payment arrangements to help some members pay their fees. Jan encourages each member to bring 1 member in for 2008. The members that accomplish this will be rewarded by getting a star beside their name. She feels that this could possibly double the membership. She also commended Joan Tyndall and Helen Kruger for the great jobs that they have doing with the new memberships.

Joan stated that she feels that the membership is beneficial to a lot of businesses and she likes to send letters to businesses in the Sussex County profile. She stated that because of the increase in members, the chamber has been able to start some new programs, ex: scholarships.

Jan has heard very good remarks about the Georgetown Chamber from several people. It was mentioned that Randall Cash had heard a comment a BB and FI chamber mixer regarding the Georgetown chamber going outside of our area to recruit new members. Lit spoke that this concern had been addressed before and it was decided that people are offered to join chambers in all areas. The Georgetown chamber is not aggressively pursuing other areas or doing any arm twisting. Joan feels that it is a bargain for any business and it only benefits members that join.

Decadent Dessert and Hors D'oeuvres report – Jeanne Dukes gave out flyers and said that the party will be held on Friday, March 14, at 6:30 p.m. It was decided to be held at Megee Motors in Georgetown because of the great mixers previously held at Megees. Vanessa and Terry are letting us use this location for free and they have also offered free bottles of water. The logo for Megee Motors is also on the flyers to help show our appreciation. There will be songs sung by Tony Windsor that will be pertaining to cars to go with the theme. There will also be an old time car in the lobby. Jeanne felt that several decisions were made to help boost attendance which includes holding the party the weekend prior to St. Patrick's Day and that the party will be held on a Friday instead of a Saturday. It will be advertised in the Chamber newsletter for 2 months. There will be flyers distributed and there will be a press release at a date close to the event. Rogers Graphics will charge \$1 per flyer. PMG could print flyers in exchange for 1 year's membership fee. It was decided that Bernice Edwards and Debbie Hartstein could split the flyers and print them with color printers instead. Jan and others will be judging the desserts.

New Business – Jan has suggested the Executive Director's position be offered to Bobby Engel. She has been on the board up until this year. Jan feels that she would be a good candidate because of her experience in public relations as well as her experience with computers and researching grants. She could bring in new businesses as well as deliver new certificates to members and also contribute ideas for new events.

The position of the executive director will be for 20 hours per week.

There was some discussion on the job description and whether the position needed to be advertised or not. Ray was concerned about the by laws being followed. Jeanne said that she typed the by laws and she did not remember anything being in them regarding this. The approval of the changes in the by laws was also questioned and Jeanne verified that they have been approved by the board. The job description was also questioned. There is a job description written in the employee handbook for this position. Kyle Morgan wants to be sure that the hiring steps are spelled out in the by laws. The by laws, a job description and the employee handbook will be brought to the next meeting. Jan proposed to move forward with the Executive Directors position.

Jeanne Dukes motioned to move forward after the employee handbook has been reviewed. Helen seconded. Everyone was in favor. It was approved by the board. Bernice will speak to Norma to reassure her that her position is still very necessary. This position will be filled to help Norma and that her title will remain the same. The filling of the new position will provide better coverage of the Chamber office.

Scholarships – Joy Sikora passed around the new scholarship applications for 2008. She read and explained how a point system could be used to determine the winners. She read the point system and told how it was calculated. Lit Dryden brought up his concern of the income brackets being used on the application. He feels that the income pattern should not be a decision factor. He feels that the person should be looked into without the monetary issue. Joy feels that knowing the financial situation of the individual is necessary to make a valid decision on the necessity of the funds. She also stated that W -2's will not be required for the applicants. An essay will be written by the applicants that will most likely give details of their conditions. Debbie Hartstein brought up that the financial area is only 1 area of points and there are other point areas that will be looked into. Joan added that there were only 5 applicants last year for the scholarship even though it was advertised. Joy stated that she was amazed of the number of scholarships offered that no one had applied for. Ray suggested that the point system be used only as a guideline. He suggested that some designated members should visit guidance offices in person to help get more applicants and also assist in getting the chambers name out. He also requested that the area be restricted to Georgetown. Jeanne volunteered to get names and phone number of schools and she confirmed that the checks would be sent straight to the college.

Fall Fest – The chairperson will be Kyle Morgan. There will be a report at our next meeting.

Easter egg Hunt - Ashley Hoban is in charge of the Easter Egg Hunt. She is asking for help with any information on this.

Economic Development - Joy Sikora attended the Economic Development meeting. She showed a picture of the King's Farm Industrial Park. This should bring more businesses to Georgetown. She also reported that Sports at the Beach has enlarged the area by 4 more fields. They are thinking about adding an enclosed arena that could possibly hold horse shows, dog shows, or tennis events. This could help utilize the Sports at the Beach area during down time. Randy will be talking to the board about some senior physical therapy programs. Also at the meeting transfer taxes were discussed as well as mortgage refinances. Refinances are booming but unfortunately the homes are now valued at lower amounts. Lit encourages attendance of these meetings.

Jan recommended the 2008 budget be approved. Ray first and Toby seconded. All approved with the exception of Jeanne Dukes. She wishes to read over it more thoroughly.

Toby motioned to adjourn the meeting and Jeanne seconded it. The meeting adjourned at 5:30.

Respectfully submitted
Robin Parker, Secretary