

**GREATER GEORGETOWN CHAMBER OF COMMERCE**  
**BOARD MEETING MINUTES**  
The Georgetown Train Station

Monday, March 12, 2007  
4:00p.m.

**In Attendance:** Lit Dryden, Joy Sikora, Garry Killmon, Charlie Koskey, Judy Johnson, Helen Kruger, Joan Tyndall, Sue Messick, Jeanne Dukes, Martin Donovan and Debbie Hartstein

The President Toby Givens called the meeting to order at 4:05pm at the Georgetown Train Station, Georgetown, Delaware. The normal meeting date was postponed last Wednesday due to inclement weather.

**Minutes Report:** Debbie Hartstein submitted the minutes. Lit Dryden made a motion to approve and Judy seconded.

**Treasurer Report:** Joan Tyndall submitted Balance Sheet as of February 28, 2007 along with the Budget Performance. Joan stated we have \$20,000 in our checking account and suggested we move \$10,000 to a CD. We had over \$30,000 previously but recently were aware that Economic Analysis was owed \$11,000 and needed to be paid. Judy suggested we do two \$5000 cds. Charlie made a motion to allow Joan to do as she feels necessary and Joy seconded.

Discussion was made regarding the Advertisement charge of \$1455. The amount of \$1105 was for the Sussex Profile ad where we split with the Town of Georgetown. The \$350 was for the Rotary Wine and Cheese advertisement. Lit questioned if this was the Village Profile, but was not. Joan suggested we look into doing a booklet similar to the Village Profile with Rogers Graphics. Charlie felt we could also use money through the Tourism Program to help with advertising. Lit states Middletown uses this program and is very successful.

**Decadent and Dessert Party:** Chairperson Sue Messick stated the affair was minimally attended but was under budget. They spent \$278.75 and WSFS donated \$50 to off set their cost (\$228.75) Joan attended and said it was very nice and have so much more room at the Comfort Inn. She

suggested next year charging so people will commit. Jeannie stated there were other events that same evening and the Rotary Wine and Cheese was the previous week. They will look to have it another weekend next year. Per Sue, Jeannie will be the Chairman next year.

**Easter Egg Hunt:** Scheduled for March 31, 2007 from 11 to 12 at the Marvel Museum. Charlie states the eggs, bunnies costume and the bunnies have been paid and are ready. There will be food for sale. Sue brought up that the Community Walk will be the same day but at an earlier time. Joan was contacted from the Countian to place an add for the Easter Egg Coloring on the back page this year at a cost of \$350. Due to the meeting last week cancelling she went ahead and approved. We had done a middle page add last year at a cost of \$250. Jeannie stated we broke even last year and it gets better every year with attendance. Donna would like volunteers from 10:30 to 1pm. Jeannie said she will have her kids out to help.

**Summer Festival:** Sue states their committee have raised over \$5700. Toby was contacted by Red Men and will be giving \$150 additional. Toby and Valerie went to 18 businesses to get sponsors. Some sponsors have paid already. Vendors are being set up by Donna Koskey but she was not at the meeting to comment. Garry suggested we do a Mixer Wednesday. Sue informed us the Southern School of Arts will be performing that evening. Garry and Charlie talked about combining but decided against it. Jeanne suggested Mountain Mud since they couldn't have a Mixer at their business. Garry will look into it. Dates for the festival will be May 21<sup>st</sup> to 24<sup>th</sup>.

**Membership Report:** Helen was pleased with having 344 Members shy of the 390 goal. They had five new members sign up last week. Blue Water Grill Restaurant in Millsboro called Joan and will be sending his application in. Helen states the Membership Committee has a list of businesses to contact. Joan suggested that the board get a copy too. Jeannie informed us she has Nicola Pizza signed up. Lit and Joan suggested business cards get printed up with the website and logo on them to pass out to all board members. Norma Elliott has cards on her desk now to pass out to anyone that comes to the Train Station. Toby thanked Helen again for continuing doing a good job with the membership.

**Newsletter:** Public Allies are doing the Newsletter and doing a very good job. All they seem to need is the information sent to them in a timely

manner. Norma gets the Newsletter and folds, staples, stamps and mails them. Jeannie had stated that her kids could do that for Norma if needed.

**Norma Elliott:** Joan made a request to increase Norma's time. She is working now until 12:30 and suggested they extend to 2pm. Toby agreed that they really need someone there more due to the additional members. Garry made a motion to add the 1 and ½ hours more a day and Sue seconded.

**Breakfast/Lunch Meetings:** Joan feels that Norma or her assistant cannot continue to make calls especially since they are faxing and emailing too. Members are getting very upset with getting bombarded by the Chamber. Joy stated that getting a fax in the middle of the night is also annoying. Judy discussed having a print out devised asking members what they would prefer: a fax, email or phone call for a reminder. Faxing also is a real issue. It ties up the phone and Norma cannot get an application from a future member which is very frustrating for the new member. Joan has contacted Verizon to get a second fax line at the cost of \$29.38. Cavalier is already charging us \$35 for our long distance. Charlie suggested Joan give Cavalier an opportunity to compete with Verizon and if they cannot then make the change. Lit made a motion to leave the decision in Joan's hands and Helen seconded. Lit did ask if either Verizon or Cavalier are members. Helen has contacted but no response. Joan states Verizon is on another chamber website but have not been able to get them to join us even though they have a location in Georgetown.

**Little League Signs:** Toby passed around pictures of our old Chamber signs that are at the ball park now stating they need to be up-dated. The new signs will be \$450 for two. Jeannie made a motion to approve and Joy seconded. Jeff White's sign is also in the works and should be hearing something soon.

**Local Book:** Toby suggested advertising in the Local Book. He states there would be no cost to us. Sue motioned to approve and Helen seconded. Joan has made up a beautiful ad and it was passed around the room.

**Travel By Light:** Toby presented another magazine for advertisement of a cost of \$199. He said HGA is also advertising in the magazine. We would get 40 copies to hand out in the welcome basket. Lit approved and Joan seconded. There was more discussion but majority approved.

**By-Law:** Joan requested Toby have his expense account lifted from \$100 to \$250. Jeannie will have the By-Laws changed by next meeting to vote.

**First Annual Community Walk:** Jeannie handed out large and small flyers to be distributed to local businesses. The Walk will be on March 31<sup>st</sup>. Helen requested more flyers to be put in all buildings at Del Tech.

**Randall Cash:** Randall was not at the meeting but Toby stated that Randall's wife has broken her ankle in three places. She is now out of the hospital.

**Discussion:**

Sue requested that the left over bottles of wine from the Decadent and Dessert Party be donated to the Meet and Greet meeting for the new Town Manager held on March 26 at the Train Station from 4 to 7 (Monday) 6 bottles.

Sue also wanted to mention that Great Scott Broadcasting is giving us \$4000 in free advertising for the Summer Festival and she has contacted Wal-Mart and if we fill out the Grant Application they will donate either \$2500 or \$3000 in which Sue will split with the Christmas Parade. Joan needs to be informed if any of the advertisers are expected to be on the Chamber Website, so she can get them added.

Jeannie made a motion to adjourn the meeting and Joan seconded.

Meeting adjourned at 5:20pm.

Respectfully Submitted by:

Debbie Hartstein, Treasurer.