

**GREATER GEORGETOWN CHAMBER OF COMMERCE
BOARD MEETING MINUTES
THE GEORGETOWN TRAIN STATION**

**WEDNESDAY, NOVEMBER 7, 2007
4:00PM**

In Attendance: Toby Givens, Joan Tyndall, Judy Johnson, Jeanne Dukes, Toby Givens, Norma Elliott, Lit Dryden, Jan Fraipont, Jamie Magee, David Kelly, Joy Sikora, Kyle Morgan, Helen Kruger, Bernice Edwards and Debbie Hartstein

President Toby Givens called the meeting to order at 4:00pm at the Georgetown Train Station, Georgetown, Delaware.

Minutes: The minutes were sent by email to all board members and copies were made available at the meeting. Dave Kelly made a motion to accept the minutes and Joy seconded.

Treasurer Report: The treasurer report was emailed to all board members and copies were handed out at the meeting. Joan pointed out the balance sheet was in good shape with a total of \$62000 across the checking, savings and CD's. We have received money for the Christmas Parade which will be going back out again shortly of \$9900. The largest increase expense is on Advertising. Toby addressed the recent Advertising that the Chamber did in the Sussex Countain and provided a copy for the members to review. This cost was \$500 and was very impressive to the board. Toby stated they tried to list all the members but the print was too small to read and was Jessica from the Countian, Toby and Joan's suggestion to not list members. Toby also noted that this release is for triple circulation which is approximately 12000 subscribers. Joan reminded the board that the Finance Committee will be meeting in the next couple of weeks to discuss the budget for next year. Also, Joan called and spoke to Judy Smith from Delaware National in getting a debit credit card for purchases that require credit card use. Jeanne questioned Judy if the card has Fraud Protection and was assured by Judy that it does. Lit made a motion to approve the Treasurer Report and Dave seconded.

Newsletter: Joan informed us the newsletter was sent out yesterday and let Jeanne know that her address was corrected and should receive this time. They have added address correction requested on the envelope this time to check incorrect addresses. Toby stated at this time Joan has taken over doing the newsletter but there are potential volunteers to take over at the first of the year. The newsletter was again very informative with 10 pages.

Business Expo: Joan was contacted by the owner of Delaware.net to join our chamber and to be a part of his 3rd Annual Business Expo held at Dover Downs. We were not asked to be involved last year as a chamber because he only deals with Chambers that Delaware.net services their website or he was a member and he wouldn't join last year.

Joan did state that some of our members did participate. If our Chamber would like to participate and have a free table, we would be required to send flyers out to our members and fax at least 3 times a flyer along with putting information on our website. In the information given, Delaware.net would pay a percentage of the proceeds which could be up to \$4000. Jeanne asked how much does it cost for a table and Joan was not sure. Joan stated we were going to try to have a table last year and had prepared a power point presentation but decided not to and it ended up snowing anyway so they were glad they had not. One of the other stipulations is he wants a copy of our members names and addresses and Toby confirmed that our members are allowed to have a list of members once a year. Expo is not until March and on a Wednesday but he wants an answer soon. Lit felt there was no downside and a potential to make money. Jeanne made a motion to do the Expo and Lit seconded.

Economic Development: Lit addressed the board. The meeting was today at noon. Not many in attendance but had the Town Manager available for discussion. The New President of the University of Delaware is getting together a task force of some Blue Ribbon People to represent entrepreneurs in Delaware since we do not have large corporations in Delaware. Jackie Wilson stated she was the only one in this area that was attending which to Lit was a shame. They have formed a committee to get the larger Chambers involved to represent Lower Delaware.

Lit also discussed the Transmission Lines running through Delaware and informed us that they will be using the existing lines and not putting in new ones which was a good thing.

The Survey from the University of Delaware has their first draft but he was not able to hand it out since it is not the final copy.

At this time, Lit also brought up the Small Business Meeting that was not part of the Economic Development but was worthy of noting. On November 16, (Friday) 8am at the Georgetown Train Station partnering with the Chamber and the Library, they will have Reference USA to provide free of charge information regarding finding addresses, people etc. . . This is free and includes a continental breakfast. All you need is to have a Library Card. Joan stated they have 10 people so far signed up and expect more. The Library is thrilled.

Lit went to the Sussex Today and Tomorrow Expo and has lined up several speakers for our lunches for 2008. Joan noted that Norma went to this event but that we were not in the package. She did some investigating and found that the flyer was mailed to the attention of Lit and he probably thought that all the members received one and didn't bring it up thinking we all had this information. Joan has changed the recipient for next year to the up-coming President Jan Fraipont. Lit doesn't recall getting information and was surprised we were not involved since we had done it for the past 10 years. This Expo is always sold out so they do not need to solicit.

Members: Helen announced we have 456 members. She called the Wave today and was told we were out of their territory and to contact the Coast Press. Several of the board

members stated they get the Wave delivered to them in Georgetown. Bernice thought the Wave was moving closer to the Salisbury area. Jamie states that Pat Durm, the person that makes the decisions, is very nice and she knows her and will call to discuss. Helen also noted that California Closet and American Affordable Mini Storage are not re-joining. Mike Williams is joining as a citizen. Joan mentioned that Charlie had suggested having a committee to put together what a member would receive if they joined which Joan felt was a great idea and this should be done. Jeanne asked if anyone was going to call Coast Press and Helen said she would.

Lit brought up a question about the health insurance program and what is going on there. Helen and Joan stated that Crenault has re-called everyone again and have not had much luck; however, for ones that have joined, they have found medical problems and been treated before they became serious issues. Also, Brian, from Crenault, plans to write an article for the newsletter to promote the insurance plan.

Jeanne would like to see, at the breakfast, lunches and mixers, form a committee to help Helen with membership next year. She feels we are burning Helen out.

Christmas Party: Bernice started the discussion on increasing the budget. If we provide alcohol, the cost with everything else is close to \$4300 and her budget right now is \$4500. Helen suggested BYOB. Bernice noted that last year we had 150 members and expects 250 this year. Bernice made a motion to increase the budget by \$1000 and Helen seconded. Toby would like to use a tent to give us more room since we are staying at the Marvel Museum. The only concern would be that the tents are so expensive and would need one with a heater. Joan suggested we contact Bakers to rent and get a discount if we gave him free membership. Toby also suggested we just do beer, wine and sodas.

Christmas Parade: Jan addressed the board stating the parade is coming along nicely. As we noted before, they have received \$9900 so far in donations. She is still waiting for the donation from the Rotary and also waiting on a couple more bands. They are also in need of three more gators and have contacted David Banks.

Breakfast Meeting: Toby announced they are expecting 60 people tomorrow 7:30 at Delaware Tech. The speaker is Lynn Lester.

Mixer: Coral Bay Bar (Old Starting Gate) November 21st

Old Business: Nominations for 2008 have been filled except for Second Vice President. Toby asked Jan to recommend someone for that position. She has someone in mind and will contact him and get back to us on his answer.

The Breakfast locations for December and January will be held at the Cheer Center and will be changed to Wednesdays. Cheer has agreed to match the price at Delaware Tech which is \$8. Jan wants to wait until after the December Breakfast to determine if we will

have all future months at Cheer instead of Delaware Tech. Toby has met with Cheer and they will provide us with the same as Delaware Tech such as the power point set up.

New Business: Joan showed the members a program that Seaford recently put out done by the Morning Star. We did this same program in 2004. Morning Star does the publication and they sell all the ads and we would get a percentage of the profit. We do nothing but give them a list of our members. Easter Seals had contacted us to see if we had this program. Jeanne made a motion to look into this further and Joy seconded.

Joan presented an add for Explorer Holiday Issue. The members had not heard of this publication and do not want to advertise.

Southern Delaware Tourism has a program to sell ads in Southern Living, Budget Travel, etc. . . The ads are quite expensive with the Southern Living ad is \$1000 for a non-profit organization. The board did not want to commit at this time. Jan will bring up in January.

Joan wanted to confirm that the January meeting will be on the 2nd? Jan wants to keep all meetings consistent.

Toby received a call from John Culp and regretted that he will not be attending any future meetings. He has not found a job in Sussex County. Toby told John that if that changes, please do not hesitate to join us again.

Toby also received a very nice card from Bobby of Delaware Tourism. She thanked everyone and she will miss us all.

Bernice announced that there are three tickets that come with our donation to First State. Helen and Joy would like to go. That leaves one ticket available and to contact her.

Toby asked for a motion to adjourn the meeting. Dave made the motion and Jamie seconded.

Meeting adjourned at 5:00pm

Respectfully submitted,

Debbie Hartstein
Secretary