

Williamson Chamber of Commerce
Meeting Minutes
January 22, 2014
7:00 PM, Town Hall

PRESENT:

Officers: President Lorraine Mason, Vice President Jim Hoffman, Secretary Perry Howland, Treasurer Randy Peck.

Directors: Sarah Jacobs, Dorothy Orr, John O'Brien, Jackie Walker

Member: Past Vice President Nancy Jordan

Welcome and Call to Order: President Mason welcomed all before calling the meeting to order at 7:08 PM.

Pledge of Allegiance: President Mason asked all in attendance to stand and join her in the Pledge of Allegiance.

MEETING MINUTES:

As there was no December 2013 Chamber meeting, President Mason referenced the November 21, 2013 meeting minutes, asking that they be amended to show the office of Vice President as open. A motion to that effect was made by Treasurer Peck, seconded by Director Walker, and all were in favor. Past Vice President Nancy Jordan then presided as a motion to nominate Jim Hoffman as Vice President and Perry Howland as Secretary was made by Treasurer Peck, seconded by Director O'Brien and all were in favor. Past Vice President Jordan and newly appointed President Mason then jointly confirmed with both Dorothy Orr and Sarah Jacobs that they accept their being elected to the board and both did so. President Mason then thanked Past Vice President Jordan for her service to the Chamber. Member Jordan then left the meeting.

2014 MEETING DATES:

President Mason referenced the printed meeting dates on the night's agenda. February 26 was added and November 19 was confirmed, so that Wednesday: January 22, February 26, March 26, April 23, May 28, June 25, July 23, August 27, September 24, October 22 and November 19 will be regular meetings open to members and citizens alike, and December 10 will be an Officers/Directors Dinner. Secretary Howland will advertise meetings as open to members and the general public in The Sun & Record and The Pennysaver.

FINANCIALS:

Treasurer Peck provided a Treasurer's Report dated January 22, 2014, which was the 2013 yearly summary. He stated that we had almost \$3,000.00 in uncommitted funds at the close of 2013. Also submitted were the Business Banking Statements from Key for both the GiftCheck and Daily checking accounts as well as Reconciliation Detail printouts for both GiftChecks and the Daily checking account, all dated December 31, 2013. President Mason asked about the tax refund and Treasurer Peck said IRS sent us \$300.00 from the \$400.00 originally submitted. Asked if the GiftChecks included sales to Williamson Central Treasurer Peck replied yes. As to the Program Service Fee refund of \$10.10 Treasurer Peck stated it was a GiftCheck fee. President Mason stated that the fee needs to be reinstated. The Family Fun Day program expense of \$50.00 was a waiver of Al/Elisa Knatatis's dues in lieu of their donations, making 34 current members of the Chamber. Director Walker asked if the Chamber put forth a budget plan for last year and Treasurer Peck answered no, the by-laws say budget should be compiled after the installation of new officers. President Mason asked if a budget committee was needed to prepare a budget to be presented to the officers/board in February? It should be built From 2013 actual expenses, with the additions of the Annual Dinner, the Legion Dinner, the Halloween Event, Family Fun Day and Apple Blossom donation. An updated Member Directory also is needed. Following a motion by Director Orr and second by Director Walker, the 2013 Treasurer's Report and Key Bank submissions were approved by all. A motion by Director Jacobs, seconded by Director Orr, was made allowing Treasurer Peck to pay all bills until the 2014 budget is compiled and approved, and motion was approved by all. President Mason noted that budget construction tools are available on the web and Treasurer Peck will put together a draft

budget using current categories and projected amounts that he will share with all officers and directors prior to February 26 meeting. In response to a question about whether 2012 “taxes” need to be paid, Treasurer Peck will Check with Dan VanEenwyk at Cole’s. The 2013 taxes will be due in May 2014. In regards to 2013/14 lease amounts due the Town of Williamson for the Chamber’s rent, Vice President Hoffman will work with his secretary, Valarie Fowler, to see that this information is communicated to Treasurer Peck.

GIFTCHECKS:

President Mason gave background on how GiftChecks were started six years ago and are administered by team of Chamber President, Treasurer and Cole’s Income Tax. Treasurer Peck explained that checks are issued in \$5 increments with \$50 the maximum amount for a single check. They are good for one year. A discussion of the fee charged for printing (ink and paper) led to concern expressed by CSEA individual over charging of the fee. As there is \$855 in un-cashed GiftChecks, it was decided by board consensus to develop a policy regarding these funds and Director Walker, assisted by President Mason, will research ideas to be presented at the February 26 meeting. Director O’Brien asked who pays the fee and President Mason stated the purchaser. Director Walker asked if the fee paid is separate from the cost of the GiftCheck and was told the amounts collected are separated. A roll call regarding the payment of a GiftCheck fee was held and with three yes and five no, it was decided to remove the fee charge for the GiftChecks. It was noted that 15 Chamber members currently participate in the GiftCheck program. Information about the program is on the Chamber website and to participate a business must re-up annually. Adding working to the effect that the GiftCheck is not valid one year after date of issue or not valid after (add date = one year from date of purchase) was discussed. Another suggestion was to send all participating members a voided GiftCheck along with information on how the programs works.

MEMBERSHIP:

President Mason reported that as this date (January 22, 2014) there were 35 Chamber members. President Mason will compose a reminder letter and a “why we need a Chamber” letter. Some ideas to be included in the “why we need a Chamber” letter might include: being personal with fellow businesses, opportunities for social networking, although this is usually with an outside-of-the-area person and it shows unity and togetherness within the community. The question was raised about including Marion businesses in our Chamber.

NEW WEBSITE:

The new Chamber website – www.williamsonchamberofcommerce.com – is up and includes a video. President Mason thanked Treasurer Peck for hosting the Intuit website and requested that it be taken off-line. Upon a motion to that effect by Secretary Howland, seconded by Director Walker, motion was approved by all. Treasurer Peck will work towards removing the old Chamber website by the end of January. President Mason explained the financing structure for the new website hosted by Salmon Creek Media and Marketing. Besides site creation cost and cost of domain name, President Mason estimated a monthly average cost of \$30. It was noted that pictures can be included on the “About Us” page of the new website.

OF THE YEAR AWARDS:

President Mason has spoken to BOCES Culinary Arts Instructor Brad Yearwood about their hosting our Of The Year Awards dinner on Thursday, May 1 from 6:00 PM to 8:00 PM. She asked if the Chamber officers and board wanted to reach out to the public for nominations or do in-house only with officers and board members. Discussion led to decision to reach out to the general public and ads will be placed inviting the public to submit nominations. A nomination form will be placed on the Chamber website. Award nominees to be solicited include Citizen of the Year, Business of the Year, Youth/Student of the Year and Business Milestones.

NETWORKING EVENTS:

President Mason expressed interest in seeing if Apple Country Spirits in Williamson might be used for a networking event. We would invite neighboring Chambers and President Mason will reach out to businesses to see if any are interested in hosting a networking event. Ontario Chamber has invited us to co-host with them at Wilbert’s Lakeside, LLC sometime in either July or August.

NEXT MEETING:

The next Chamber meeting will take place on Wednesday, February 26 in the Williamson Town Hall Complex Conference Room at 7:00 PM.

NEWS TO SHARE:

Director O'Brien state that Good Old Day is closed and will re-open on March 28.

Secretary Howland noted that the Williamson Charrette Committee is still operating and is looking into downtown signage and a pocket park by the site of the Historic Fireman's Mural.

Director Walker inquired as to what services the Chamber currently offers or could offer and this will be an agenda topic at the February 26 meeting.

President Mason reported on the farm cooperative that she is secretary of and wondered if this type of cooperative bidding for goods and services with our local businesses could be a offered service to Chamber members.

Director Jacobs announced that the Williamson Town Park is reserved for Saturday, August 2, for the annual Family Fun Day event. She noted that the Town Recreation Committee has been asked to help coordinate and run the event by Todd Jacobs.

Treasurer Peck reported that he is moving his business office into the old trolley station/Edgar Cook Surveyor Office on West Main Street and that the structure will be 100 years old the day he opens.

Director Orr reported that King's Auto will be celebrating 30 years in business in June.

President Mason reported that due to a furnace outage annuals being grown for the upcoming season perished.

Vice President Hoffman reported that in conversations with John Gallo, son of Joe, the status of the Williamson Gallo's is up-in-the-air.

In May, Vice President Hoffman will host his third gathering of elected representatives from 19 Western New York Counties at the Apple Country Spirits in his role as Vice President of that group.

President Mason remarked that she would like to see local organizations join the Chamber as well as individuals and businesses.

ADJOURN:

Upon a motion made by Director Walker to adjourn, second by Vice President Hoffman and all in favor, the meeting was adjourned at 9:25 PM.

Respectfully submitted,
Perry Howland
Secretary

Reviewed and corrections made by President Mason 2/26/2014

Voted on and Accepted anonymously March 27, 2014.