

**Williamson Chamber of Commerce**  
**Meeting Minutes**  
**April 23, 2014**  
**7:00 PM, Town Hall**

**PRESENT:**

**Officers:** President Lorraine Mason, Vice President Jim Hoffman, Secretary Perry Howland

**Directors:** Sarah Jacobs, Dorothy Orr, Jackie Walker

**Members:** Noah Knataitis, Zack Poole

**Welcome and Call to Order:** President Mason welcomed all before calling the meeting to order at 7:03 PM.

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

**MAIL/COMMUNICATIONS:**

1. President Mason reported that the Ontario Chamber will be hosting an event at Wilbert's and that the Williamson Chamber will be invited. President Mason will e-blast date and time of the event to Chamber members when both are firmed up.
2. President Mason reported on a letter received from Redeem Bethel COGIC asking the Chamber to advertise in the Redeem Bethel Journal. She reported that we cannot advertise as a chamber/group but that individual members can. President Mason's business has taken out an ad.
3. President Mason reported on former Treasurer Randy Peck's resignation and has all email correspondence from and to Mr. Peck. They will be placed in the Chamber files for anyone to look at. President Mason and Secretary Howland are both on the Chamber accounts at KeyBank. Director Walker asked if we have all of former Treasurer Peck's files and President Mason responded yes, except for his personal files.

**MEETING MINUTES:**

1. Director Walker, moved to accept the March 27, 2014 draft meeting minutes with several changes, seconded by Director Jacobs and all were in favor. President Mason will complete the changes and re-send the approved minutes to all officers and directors.
2. Director Walker passed out a written summary and map summarizing the Wilmorite Presentation made to the Wayne County Business Council which she attended on April 9, 2014 at the Palmyra Town Hall. There are five casino zones designated by NYS, with Wilmorite's proposed casino to be built in Area 5, which includes Wayne, Seneca, Thompsons, Schuyler, Chemung, Tioga and Broome Counties. Wilmorite's proposed casino would be built in Tyre, Seneca County and would be a \$350 million new build. Employment potential would come from a pool between Syracuse and Buffalo, as there is great support from Tyre, Seneca County, outlet mall owners and others. Finger Lakes products would be sold. A problem gambler mitigation plan is being developed. Wilmorite's goal is to be shovel ready by October 2014.

**FINANCIALS:**

1. President Mason will add former Treasurer Randy Peck's QuickBooks into her's, stating that her figures are meshing with those from KeyBank. She will send out the financial report at the end of the month.
2. President Mason reported that the Chamber ad will be in the Apple Blossom booklet. The cost will be \$170 for the full page ad.
3. President Mason thanked all who help with the Legion Dinner on April 10. Total cost of the dinner was approximately \$230, with \$65.79 in receipts being owed to President Mason. We are still waiting for a bill from The Original Candy Kitchen.
4. President Mason announced that the total for Of the Year Award plaques and Milestone Awards was \$164.38. Director Walker expressed great appreciation to President Mason for all of her time and effort on the Of the Year Awards and dinner.

### **GIFTCHECKS:**

1. Director Walker passed out copies of the Void Gift Check Policy that was accepted on March 28, 2014. It reflected the change for returning the amount of the gift check to the purchaser within 60 days following the check void date, unless they indicate the wish to donate the total back to the Chamber. Director Walker noted that if any other business opts into the GiftCheck program, the application blank will need to be amended. President Mason will send Director Walker a form to amend, noting that the website will need updating as well.

### **LEGION AND AWARDS DINNER UPDATE:**

1. President Mason thanked all for making the Legion Dinner a success. She announced that we still need a receipt from Mary at The Original Candy Kitchen.
2. Awards Dinner:
  - a. President Mason announced that Nick Vitalone was selected Youth of the Year by a 5-2 vote.
  - b. President Mason announced that we have sold 50 tickets as of this date.
  - c. President Mason reported that only four Milestone Award awardees will be attending the dinner. She will email those businesses that are not coming and request that they send a representative to receive their award. Paige Equipment will be celebrating 15 years in business, but the date conflicts with their daughter's wedding.
  - d. President Mason needs to let BOCES know a firm count by Friday.
  - e. President Mason announced that the plaques have arrived.
  - f. President Mason announced that the Milestone Awards are in. She felt appointments needed to be made with those businesses not coming to arrange for pictures.
  - g. Director Walker announced that she has procured nearly 20 gift certificates. There will not be a 50-50 raffle, Director Jacobs and husband Todd will handle Chinese auction raffle tickets and Tori Mason and Paula Aguilera will greet guests.

### **MEMBERSHIP:**

1. President Mason asked Vice President Hoffman if there was any news from Wayne County regarding Williamson Doing Business As (DBA) and he replied that this was a work in progress.

### **PROPOSED SERVICES TO CHAMBER MEMBERS:**

President Mason briefly explained the proposal to Members Knataitis and Poole, noting that membership dues are not sufficient to pay for projects. She noted that it is especially difficult to enhance all three hamlets within the entire town. Director Walker then handed out her brainstorm list, stating that it was created to determine what it would take to have a business join the Chamber, or put another way, what can the Chamber do for me/my business? President Mason explained how the Great Lakes Fruit and Vegetable Growers bid cooperatively for propane, among other items. She then put forth the idea that local businesses could offer a percentage off or some other discount. The idea was put forth to survey current members, asking them what they would feel comfortable giving back, if anything, to Chamber members. Director Walker reiterated that her approach was to attract new businesses into the Chamber, sending requests to only targeted businesses. Discussion ensued about whether the goal should be services offered by Chamber members versus getting more businesses to join the Chamber. Member Knataitis felt people join the Chamber to get credentialed or obtain validity, and felt that getting together socially might lead to networking and positive results. President Mason asked Director Walker to continue to gather ideas, and for members to send her ideas along the ideas expressed tonight.

### **Follow-Up-Networking Event:**

1. President Mason announced she needs to follow-up with Luke DeFisher at Apple County Spirits and will report her findings at the May 28 chamber meeting.

### **NEXT MEETING:**

The next Chamber meeting will take place on Wednesday, May 28 in the Williamson Town Hall Complex Conference Room at 7:00 PM.

### **NEWS TO SHARE:**

Vice President Hoffman reported that the Intercounty Association of Western New York will be meeting on May 9 at Apple Country Spirits. There are 19 counties in the group, and Senator Schumer has been invited to speak.

Director Walker announced that Itclix was a new business in Pultneyville, being started by Jamie Sonnevile. Director Walker will see that Sonnevile receives a Chamber membership form.

There was discussion about the name of the Chamber -Williamson Chamber of Commerce, and Director Jacobs announced that individuals are having trouble accessing the Chamber's website. President Mason will send an e-blast reinforcing the name of the Chamber website.

**ADJOURN:**

Upon a motion by Director Walker, second by Director Jacobs, President Mason declared the meeting adjourned at 8:28 p.m.

Respectfully submitted,  
Perry Howland  
Secretary

Reviewed by President Mason 5/27/14