

2016 Chamber Officers

President:

Lorraine Lewis
Retired Business Owner

Vice President:

Tony Verno
Williamson Town Supervisor

Secretary:

Jackie Walker
Retired Business Owner

Treasurer:

Temporarily filled by
Lorraine Lewis
Jackie Walker

Williamson Chamber of Commerce

NEWSLETTER DECEMBER, 2016

P.O. Box 907, Williamson, New York 14589

www.williamsonchamberofcommerce.com

2016 Board of Directors

Cynthia Baran
E.F. Ashley Insurance
Sarah Jacobs
The Lettering Lounge
Elisa Knataitis
Photo Graphic Service
Dorothy Orr
King's Automotive



NO MEETING IN DECEMBER
Annual Meeting is Wednesday, January 25, 2017, 7:00 PM. Location to be determined.

VOTING AND THANK YOU

At the November meeting Chamber secretary, Jackie Walker, reviewed and accepted the seven submitted ballots for the 2017 Chamber Officers and Board. The official count was 6 votes for Vince Pilato and seven votes for all of the remaining officers. Randy Peck accepted his nomination for Treasurer on November 10th and this was accepted.

Chamber officers then voted to accept the slate of nominees for the 2017 Chamber officer and/or director positions. They are as follows:

President - Vince Pilato
Vice President - Tony Verno
Secretary - Open
Treasurer - Randy Peck
Directors - Sarah Jacobs
Elisa Knataitis
Dorothy Orr
Open

I would like to acknowledge both of our out-going officers Board member Cindy Baran and Secretary Jackie Walker for their service and efforts on behalf of the organization and the business community. Cindy has served 2 years and Jackie has served 4 years.

Also, I would like to thank the following for continuing on with the 2017 Chamber plus their service and efforts:
Vice President Tony Verno - 2 years, Board of Directors:
Sarah Jacobs - 6 years, Elisa Knataitis - 2 years and Dorothy Orr - 3 years.

ANOTHER SUCCESSFUL HALLOWEEN EVENT

The Chamber hosted Business and Civic Organization's Safe Halloween Event on Friday, October 28th had the largest attendance yet!! The final count of 468 children went through the trick-or-treat hallways at the Williamson Middle School! Besides the trick-or-treating the ghouls and goblins got to enjoy cartoons in the auditorium, pizza and soda in the cafeteria and DJ Bill Dorfner in the gym!!

Of course we can't hold this event without the help of the many supporting businesses, organizations, and individuals.

THANK YOU TO THE SPONSORS OF THE 2016 WILLIAMSON CHAMBER OF COMMERCE BUSINESS AND CIVIC ORGANIZATION'S SAFE HALLOWEEN EVENT

American Legion Post 394 Legion Riders	Kathy & Bob Henderson	PFVC Ladies Auxiliary
Ashley Insurance & Cynthia Baran	Anita Henry	Raked South Garden B&B
ANOVA Chicken & Fish	Dr. Michael Herbert, DDS	Deb & Steve Roegiers
Juli Bixby	ItClix	Teazers
Cole Income Tax Service	KC Carpentry	The Trass Family
Cornerstone Realty - Pultneyville	Knataitis Construction, LLC	Jackie Walker - WCoFC Secretary
D&D Welding, Inc.	Kuk Sool Won	Williamson Central Middle School
K.M. Davies Co., Inc.	Lorraine Lewis - WCoFC President	Williamson Central PTSA
Edward Jones Financial - Ontario	Mark's Pizzeria Williamson	Williamson Recreation Committee
Charles Everson	Vince Pilato and Family	Williamson Rotary
Fifth Chapter M.C. Finger Lakes Charter	Pultneyville Volunteer Fire Company	Williamson Volunteer Ambulance

THANK YOU TO OUR VOLUNTEERS

Deanna Bender	Cora Blunden	Kayla Brennan
Emma Cino	Jayden Cino	Kelly Compton,
Florence Eve	Diane Flanders	Brenda Gowan
Joanne Greany,	Dorothy Orr & Family	Oona & Mary Quinn
Donna Reuter	Claire Savine	Eli Schlottman
Kelly Slater	Marge Tellier	Lenore Youngman





**JACKIE WALKER
NEW W-PHS PRESIDENT**

Jackie Walker has retired from her position as the secretary to the Williamson Chamber and taken on the position of President of the Williamson-Pultneyville Historical Society for 2017.

We wish Jackie success in her new position and will look forward to working with her and the rest of the W-PHS this coming year.

Jackie may be reached at jw4cats@aol.com or 315-576-5773.

**WILLIAMSON-PULTNEYVILLE
HISTORICAL SOCIETY**

presents

THE LAKE EFFECT COMMUNITY CHORALE
Christmas Concert and Sing-a-long
under the direction of Lois Fiegl



Wednesday, December 7, 2016

7:00 PM

Gates Hall, Pultneyville, NY

(corner of Lake Road and Hamilton Street)

Refreshments will be served.

All W-PHS programs are open to the public!

We will be collecting non-perishable food items to donate to the Williamson Come-Unity Center.

FREE HOILDAY ADVERTISING

Recently I sent an email requesting your input on what type of FREE advertising you would like for the holiday season. I have only received 3 responses. The information was sent out again for your consideration.

There are a couple of ad options to consider. One is the general combined member advertising that we have done in the past or a holiday coupon ad for members that would like to offer a discount and/or something else to get shoppers in the door.

Please respond no later than November 30th to the Chamber email address if you would like to have a holiday coupon ad.

If we get enough of a response for the coupon ad we will take advantage of The Sun & Record December ad special. We will do one coupon ad; one combined member advertising ad and one shop local buy GiftCheck ad. Any questions contact Lorraine Lewis at 315-576-5560 or email williamsoncofc@aol.com.



**PULTNEYVILLE VOLUNTEER FIRE COMPANY
LADIES AUXILLIARY**

Breakfast with Santa and Mrs. Claus



Pultneyville Fire Hall, 4049 Lake Road

Saturday, December 10, 2016

8:00 AM to 11:00 AM

**Pancakes, scrambled eggs, sausage, homefries,
juice and coffee
ALL YOU CAN EAT!!**

Adults - \$8.00 Children 4-10 - \$3.00

Under 4 FREE

Children receive a small gift!

CHAMBER SURVEY RESULTS

Last month the Chamber sent a survey to members. The purpose was to canvas interest of its members regarding services and programs members wished the Chamber to provide. Five members returned the survey.

The Board briefly reviewed the results at their November 14th meeting and have set a next step to audit the programs currently offered against each response given in the survey.

The survey and responses are on following page.

**Chamber Survey
October 2016**

Via email to members with responses to Jackie Walker

Respondent	Question 1 What Do You Think The Chamber Should Be Involved in?
1	<p>Town Activities - Apple Blossom, Safe Halloween event, WCS events when appropriate, Family Fun Day</p> <p>Honoring and promoting businesses - both old and new - keep up with the milestone awards, maybe reinstate Business of the Month</p> <p>More mention of various businesses in the chamber newsletter - print newsletter and have available in library, at selected businesses</p> <p>As many community events as possible - encourage/promote volunteerism, and reward who do so</p>
2	Mainly supplying the members with information, promotions (local) and networking opportunities
3	Welcome Packages to new residents, community outreach.
4	<p>Shop local events or progressive events that encourage the public to visit and join in activities at each Chamber member's location. Provide a stamp at each location for prize drawings.</p> <p>Events to increase day trips and increased outreach for travel and tourism</p> <p>Continued beautification of Main Street and main business corridors, filling of vacant store fronts,</p> <p>Group advertising and marketing</p> <p>Signage along main corridors to alert those not familiar with the area that food, shopping and activities area available</p> <p>Electronic signage with events, special business promotions, and to provide visibility for Chamber members on main corridor</p>
5	<p>Both civic, religious, school and community events - Apple Blossom, Family Fun Day; for instance, Williamson Presbyterian is celebrating 200th birthday this year</p> <p>Chamber should try to attach itself in some way to everything that is happening in Williamson, East Williamson and Pultneyville, for both members and non-members alike. It could be nothing more than an acknowledgement, or a thank you, or an 'attaboy' - social media (FB, website) should be featuring whatever anybody is doing, saying, receiving, etc. - need to build a critical mass of likes, shares, discussion that always includes the chamber in some way.</p> <p>Example - Give away/offer tickets to upcoming East Williamson Fire Company roast beef dinner. I hate the word "branding," but that's what it is- get the chamber name attached to as many venues as possible-it might involve time, it probably will involve money, but nothing ventured, nothing gained.</p>
Respondent	Question 2 What Do You Want The Chamber to Do For You?
1	Keep our business name in the news - ads, publicity, special events like the coupon initiative. Published updated directory to distribute at above named events
2	Keep us informed on local developments, help support local, small businesses and help us connect with other Chambers.

3	I would hope for business promotion and networking with other members of the chamber.
4	Assist in building awareness and outreach of community resources, offerings and opportunities through advertising, marketing and events that encourage stepping inside local establishments. Similar to the Coty of Geneva partner with non-profit http://causewave.org/strengthen-your-organization (formerly Ad Council) to assist with strategic planning and best areas to focus on for building business and tourism growth.
5	Continue to do the things we do, like Family Fun Day, Safe Halloween event, Of the Year dinner. Continue GiftCheck program, continue to advertise us in local publications, continue to use social media to 'toot our horn' and that of our members, community, civic, religious groups-anybody and everybody.
Respondent	How Do Businesses Become More Involved With The Chamber?
1	Personal 1:1 requests to business owners/employees. Maybe have more social events to encourage networking-advocacy. Survey business owners as to strengths/interest/talents. Encourage/promote similar businesses working together within the community
2	Everyone is busy running their own business. Need to schedule activities accordingly. Plus I think visiting the members by the board would help encourage participation.
3	I think having events (ribbon cuttings and networking events) would get more businesses involved. It would also help us learn each businesses' niche.
4	Breakfast at a member location or lunch meeting rotated among members or hosting meetings earlier in the day or at alternating times, open houses at member locations each month. Speakers on topics of interest for members and community (could use the library's large meeting room space).
5	Do as much 1:1 contacting as possible. Are board members visible at civic, religious, school and community events? Are board members participating in as many events as possible. Visibility and approachability options abound when board members are there. Not an in-your-face but just a hi, how are you, etc. might get those who do not participate to open up-let you know what they feel their needs are. Chamber board needs to let Town Board know that their support is needed-what are TB members doing to encourage potential business owners to come to Williamson. Need to discuss options-PILOT, tax breaks, breaks on water/sewer costs for a period of time-there is a cost to doing business and the town could help in this respect.

**Williamson Chamber of Commerce
Town Hall Complex Conference Room
Meeting Minutes
November 16, 2016**

PRESENT:

Officers: President Lorraine Lewis, Vice President Anthony Verno, Secretary Jacqueline Walker

Directors: Sarah Jacobs, Cynthia Baran, Elise Knatits

Chamber Member: Mike Orr

WELCOME AND CALL TO ORDER:

President Lewis called the meeting to order at 7:02 P.M.

PLEDGE OF ALLEGIANCE:

President Lewis led all in attendance in reciting the Pledge of Allegiance.

MAIL/COMMUNICATIONS: Carol Verbridge's email message responding to newsletter article was read.

APPROVAL OF PAST MINUTES

A draft of the minutes of October 26, 2016 having been previously distributed was unanimously approved on a motion by Director Knataitis, second by member Mike Orr.

FINANCIAL REPORTS:

Daily Account

President Lewis presented the Key Bank account statement and the QuickBooks reconciliation sheet ending 11/16/2016. Secretary Walker reviewed the Daily account information and initialed the statements as correct. The balance of the Daily Account is \$4091.91. Bills paid were reviewed. Motion to accept the report was made by Director Knataitis, second by Director Jacobs. All in agreement.

Gift Check Account

President Lewis also presented the Key Bank GiftCheck account statement and the QuickBooks reconciliation statement ending 11/16/2016. The statements were reviewed by Secretary Walker and initialed correct as presented. The balance in the account is \$1,650.40. Gift checks cashed and bought were reviewed. Motion to accept the report by Secretary Walker, second by Director Knataitis. All in agreement.

HALLOWEEN EVENT

Approximately 468 children attended. There were 31 sponsors. President Lewis reviewed the revenue and cost detail. Revenue was \$1426.75, expenses were \$939.18, net was \$487.57. Pizza and sodas were served. Mark's donated prizes for the costume contest. The event was very successful.

YOUTH OF THE YEAR

In order to improve nominations for this award President Lewis recommended passing out a nomination form to students (12th grade) in addition to the usual publicity. She distributed the revised form for review. The group approved the plan and suggested the form be titled nomination/application form.

OLD BUSINESS-SURVEY

Five surveys have been returned to date. It had been decided to resend the survey and request a reminder response by November 15. The group briefly reviewed responses. The next step at a future meeting will be to audit each response against activities the Chamber is or is not currently involved in.

NOMINATIONS & VOTING FOR 2017 CHAMBER OFFICERS/BOARD

1. The following are the results of votes for nominations for 2017 Officers and Directors:
President: Vince Pilato - 6, Vice President: Tony Verno - 7, Secretary - 0, Directors: -Dorothy Orr - 7, Sarah Jacobs - 7, Elise Knatits - 7 Director write in: Kim Hartsen - 1.

2. Received an email from Randy Peck on November 9th accepting his nomination for Treasurer.
3. President Lewis talked to Kim Hartsen about her nomination but could not get a definitive answer. She was asked to get back to the Chamber by email before the November meeting but no response came.
4. Motion by Vice President Verno, second by Director Jacobs to accept the following slate for 2017:
President.: Vince Pilato, Vice President: Tony Verno, Treasurer: Randy Peck, Secretary: Open
Directors: Dorothy Orr, Sarah Jacobs, Elise Knataitis. All in favor.

Briefly discussed where to hold the Annual Meeting in January. No decision was reached. Planned date is Wednesday, January 25, 2017. President Lewis to consult with President Elect Pilato.

ITEMS NEEDING TO BE ADDRESSED BY INCOMING OFFICERS

1. Bank Accounts
2. Chamber Email: President Lewis talked with Laura Hatch of Salmon Creek Media & Marketing about the Chamber email address as the current address williamsoncofc@aol.com is associated with her private AOL account. The new address can now be associated with any future president by attaching it to their private email address. The new address is president@williamsonchamberofcommerce.com.
3. P.O. Box
4. Keys for Town Hall

President Lewis will have a meeting with the incoming President to work out details.

NEWS TO SHARE

Director Knataitis -. Welcomed a new granddaughter.

Secretary Walker -

Will be serving as President of the W-PHS in 2017.

Burned Over District play being promoted by John Westerbrook was discussed. The sponsoring organization is not determined at this time.

The Book *Homecoming Reflections* is available for sale. Book contents described.

Vice President Verno/Mikwe Orr/Director Barans-Cams Pizza bought by Ted Sylvio.

President Lewis - Thanked everyone for supporting her over the years.

NEXT MEETING:

The next Chamber meeting is the Annual Meeting and will take place on Wednesday, January 25, 2017.

Location to be determined.

ADJOURNMENT:

On a motion by Vice President Verno and second by Director Knataitis with all in agreement, President Lewis declared the meeting adjourned at 8:19PM.

Respectfully submitted by Secretary Jacqueline Walker 11/17/16

Reviewed with changes made by President Lewis 11/17/16