

**Pearl River Board of Trade Inc. DBA Pearl River Chamber of Commerce  
Pearl River Chamber Minutes for General Meeting  
November 12<sup>th</sup>, 2014, 7:00 pm – Bin 41**

**Call to Order**

**Roll Call – see below list of attendees**

**Report of the Treasurer:**

Checking acct: \$51,300.14  
Cash on the Town: \$ 2,850.48  
Holiday Lts/Beautification: \$ 2,600.00

**Report of the Committees**

Committee updates

- **Membership:** Matt Reid reported Membership: 125 total, 111 business, 14 resident
- **Technology:** Matt Reid created a marketing proposal which includes website, facebook page, commercials and cost. Goal is to attract new members – add value to membership. Pat Heaphy to discuss website changes.
- **Promotions and Events:**
  - **Pearl River Day-10/11** - Michelle Worob, Chairperson, reported overall festival went well. All expenses not in yet but wristbands were down \$5000, sponsors down \$4000, made profit of \$1718. Happy with new activities: jousting and baseball throw. Disappointed with staffing company, thank you to The River volunteers especially. Going forward may not have rain date to avoid confusion. About 50% vendors and volunteers were not available, many store owners adamant we have festival rain or shine. Great team work! Special thank you to Michelle.
  - **Halloween Downtown 10/31** – Annie Paratore reported all went well this year especially with new procedure. About 60 businesses picked up Elegant Balloons arrangements from Dance Central. Special thank you to Kim and Annie.
  - **Santa Bar Crawl – 12/6** – Matt reported great event for raising funds for holiday lights. Had registration forms available. 8 bars participating so far.
  - **Pearl River Farmers' Market** – Tracy Nelson reported it was a great first year. Thank you to the Chamber for their help and presence at the Chamber table at the Market. Have enough money to sustain Market next year from funds raised and remaining from first year. Will need sponsorships for entertainment, activities, etc.
  - **Chamber Holiday Party** – Wednesday, 12/10, 7pm at the Pearl River Saloon. \$40 per person for open bar and all you can eat.
- **Streetscape/Beautification:** Matt Reid reported on signs – next year should see improvements at signage locations. Matt spoke to Keystone, CVS and Bryan Beaudry: CVS sign - area cleaned and will plant in spring, Bryan, Second Nature wants Middletown Road sign moved and add lights. Keystone coming along. Sidewalks – waiting on approval.
- **Government Liaison:** County Executive has proposed a 2015 budget and it is under review by the Legislative Budget and Finance Committee. I suggest members follow the news as the proposal contains controversial items. Check on lohud.com

**Comments - Discussion**

- Monthly Meeting Raffle: Matt Reid discussed new incentive at monthly Chamber meetings: no more 50/50 raffles - sell raffle tickets (\$5) to win a \$100 gift certificate from bar/restaurant.
- Chamber website: Matt Reid discussed creating marketing committee with budget. Website could cost up to \$4500 alone. Pat Heaphy, WhoDIK, can use Chamber as test case. Discussed \$10,000 marketing budget for 11/2014-11/2015. Pat Heaphy reported on new website to engage people from commercial and Chamber standpoint. Business entity could have own domain name on site. If have 125 members, could have 126 websites integrated using WhoDIK back end knowledge.
  - Ray Sheridan made a motion to allocate \$10,000 for a marketing budget.
    - Pat Heaphy seconded
    - Vote: all in favor
  - New committee to be formed. Pat Heaphy, Brian Campbell, Anne Marie Hahr and Patrick Holt interested. Will email membership for interest.
- Rockland Gaelic Athletic Association – Dinner Dance 11/22, Emmett Woods, guest of honor. Chamber purchased ad in journal for \$250. Will email membership details of event.

- Membership Dues: Michelle Worob discussed increasing business membership dues from \$75 to \$100. Dues has been at \$75 for over a decade. New website changes will add value for member.
  - Michelle Worob made a motion to increase business membership dues to \$100 to begin March 2015.
    - Ann Marie Hahr seconded
    - Vote: majority in favor
- Nominating Committee: Matt Reid discussed - all current board members interested in returning except Chris Frawley who is unable to continue at this time. Looking for nominations.
- New or lingering business:
  - Ann Marie Hahr reported Rand has had a division of offices. Nanuet will become corporate office, 20 more agents will be in Pearl River, updated office space.

Upcoming Events:

- Santa Pub Crawl – 12/6, 2pm
- Chamber Holiday Party – 12/10, 7pm at the Saloon

**Adjournment** Matt Reid made motion to adjourn meeting.

**Attendees – November 12th, 2014 General Meeting:**

Brian Campbell  
 Chris Smith (Board Member)  
 Carmelo – Mr. Carmelo's  
 Rajaa Rodriguez  
 Michelle Worob (Treasurer)  
 Bridget Killeen (Board Member)  
 Ann Marie Hahr (Board Member)  
 Debbie Paciello  
 Pat Heaphy  
 Antoinette Flynn  
 Matt Reid (President)  
 Janet LoBoves  
 Anne McGovern  
 Judy Clements  
 Tracy Nelson  
 Tim Binkele  
 George John  
 Ann Paratore

Robert Howell  
 Robert Tompkins (Board Member)  
 Emmett Woods (Board Member)  
 Jim Van Houten