

Pearl River Chamber Minutes for General Meeting September 10th, 2014, 7:00 pm – Emmett’s Castle

Call to Order

Roll Call – see below list of attendees

Report of the Treasurer:

Checking acct: \$57,140.00
Cash on the Town: \$ 2,981.48
Holiday Lts/Beautification: \$ 2,600.00

Report of the Committees

- Membership: 108 total, 94 business, 14 resident
- Committee updates
 - **Membership:** Matt Reid reported additional communication sent to prior members to renew
 - **Technology:** Pat Heaphy to make a proposal in next 2 months on updating website, etc.
 - **Promotions and Events: Pearl River Day-10/11** - Michelle Worob reported new hours 11am-6pm, changes to kids activities – added bouncy attraction for older kids. Sponsorships – tshirt sponsor deadline 9/20, partial/sole sponsorships will have signage and on tshirts. Need adult volunteers to help setup up 9-11am –some hs level for am/pm shifts, hired RJ Staffing again, music planned, vendor and sponsor forms/payment now online. Offered posters and postcards for distribution
 - **Streetscape/Beautification:** Matt Reid reported on new signs, landscaper at CVS cleaned up, will get lights to spots. Matt spoke to Jim Dean. Sidewalks delayed – put to bid but only one response and over budget – other 3 companies too busy and didn’t reply yet. Robert Tompkins reported project is overbudget and needs to be re-worked – will be reduced, need State approval (critiqued) then to bid – wont do October/November – could be 2015. Is grant still valid? – will be new design – won’t be whole area? Will have more info for next meeting.
 - **Communication** – see below Committee comments
 - **Government Liaison:** Robert Tompkins reported that it’s primaries – entering election season.
 - **By-Laws:** Robert Tompkins reported that in May we proposed an amendment for specific issue of electronic voting. If arose for urgent matter and couldn’t schedule board meeting, would need quorum – need 7 to vote (if 1 rejects, goes to next board meeting). Handed out specific wording and asked if any questions, objections.
 - Robert made motion to approve by law amendment, need more than 60%. All in favor.
 - **Christmas Lights:** Bryan Beaudry reported that at end of holiday season need to discuss replacing some items, flowers falling apart, garland good for a few years, bows probably good for one more year, few wreaths replaced. Difficult to sell old materials, too dated, 40 years old. Contract is same price as last year \$10,655.97 includes discount of \$1184.
 - Matt Reid made motion to approve \$10,655.97, Ann Marie Hahr seconded. All in favor.
 - **Halloween:** Michelle reported that we usually purchase storefront balloons with a brick weight from Elegant Balloons. Dance Central sponsors the event by paying for printing costs of flyers, manages notificaitons, etc.
 - Matt Reid made a motion to approve up to \$1000 for balloons, Michelle Worob seconded, all in favor.

Comments - Discussion

- Farmers’ Market Update: Antoinette Flynn reported Market is open every Friday from 9am-2pm at The River (church on Ehrhardt Rd). Tried a late hours market on 9/5 but didn’t get the crowds hoped for. Many repeat customers and always some new faces. Have some dates available for staffing Chamber table (free advertising). Renee Short offered to help with advertising. Discussion about moving market to Central Avenue field next year – will be discussed at next Pearl River Farmers’ Market Committee meeting. Tim Binkele, The River, added 1st year was good and open to moving the market in the future.
- Motions/Vote:
 - Matt Reid made a motion to approve the minutes from the June meeting
 - Michelle seconded
 - All in favor
- Communication Committee: Commercial
 - Pat Heaphy displayed 3 versions for Chamber commercial: Version 1–Cablevision; Version 2-Pat Heaphy (about Pearl River town); Version 3-Pat Heaphy (integrated businesses into Version 2). All want commerical on the air asap. Committee has \$5000 approved funds, used \$750 to create

commercial with Cablevision. For each business ad purchased, Chamber gets 10 free ads. Could have 3-4 commercials to air: some specific to PR Day, some specific to businesses. Need feeling of friendly people. Discussed purpose of ad – to get more members? Shop Pearl River? Media/facebook important, most people like visuals to click on. Integrate to website, like us on facebook. How much programming – year round? Cost? Matt Reid and Ray Sheridan to put a budget together. Discussed co-op advertising – businesses that are listed on commercial will pay a portion of money. Possibly offer opportunity with membership.

- Voted on 3 versions: version 2 won the majority of votes

- New or lingering business:
 - Keving Hardy announced Ed Day meeting for Chambers on 9/18 (Ed Day's office)
 - Nanuet Chamber hosting REDC event 9/23 at Comfort Inn 7pm – how Rock. County is helping small businesses grow.
 - Wine & Food Festival on 9/20 4-7pm at Rockland Country Day School hosted by New City Rotary at Congers for People to People.

Upcoming Events:

- Pearl River Day, 10/11, 11am-6pm
- Halloween Trick or Treating, 10/31

Adjournment Matt Reid made motion to adjourn meeting.

Attendees – September 10th, 2014 General Meeting:

Brian Campbell
John Lowry
Vince O'Rourke (Board Member)
Pat Heaphy
Colleen Carey
Michelle Worob (Treasurer)
Ann Marie Hahr (Board Member)
Renee Short
Emmett Woods (Board Member)
Mark Griffith
Ray Sheridan
Robert Tompkins (Board Member)
Judy Clements
Beth Ann Simonelli
Antoinette Flynn
Kelly Maris
Bryan Beaudry
Nellie Grossenbacher
Matt Reid (President)
Tim Binkele
Susan Perzigian
Bridget Killen (Board Member)
Kevin Hardy