

**Pearl River Board of Trade Inc. DBA Pearl River Chamber of Commerce
Pearl River Chamber Minutes for General Meeting
January 14th, 2015, 7:00 pm – The Brew House**

Call to Order

Roll Call – see below list of attendees

Report of the Treasurer:

Checking acct: \$50,412.17
Cash on the Town: \$ 3,134.00
Holiday Lts/Beautification: \$ 2,600.00

Report of the Committees

Committee updates

- **Membership:** Matt Reid reported Membership: 129 total, 115 business, 14 residents. Membership drive will start in February for 2015-2016. New business membership dues is \$100. Patty Hughes to help again with mailing out letters. Matt to update letter to highlight the marketing push and value added for all members. Please consider being on this committee.
- **Nominating Committee:** Robert Tompkins nominated the following officers for 2015-2016: President, Matt Reid; Treasurer: Michelle Worob; Secretary, Annie Paratore; Vice President, Anne Marie Hahr. Pat Heaphy seconded. No other nominations offered from the floor.
- **Government Liaison:** Robert Tompkins reported the county budget passed review under 2% tax cap as County Executive recommended. Orangetown reorg meeting had 15 attend - see article in Our Town (mentions sidewalk project). Phil Sheridan announced member of AOH is running for county legislature – Vince Tyer – District 17, Pearl River (John Murphy’s seat). Vince would like to address the Chamber.
- **Promotions and Events:**
 - **Pearl River Day 2015:** October 10th – Save the Date. Michelle Worob, Chairperson, reported there will not be a rain date.
 - **Santa Bar Crawl:** Matt Reid thanked Beth and rest of the committee for a great job.
 - **Super Bowl Pool:** Debbie Paciello organizing and reported each box costs \$50, 4 prized to be awarded totalling \$4000, Chamber will receive \$1000 which will be donated to Sinead’s Green Heart Foundation for the Children of Promise Stable.
- **Meeting minutes to be approved:**
 - Matt Reid made a motion to approve October and November minutes
 - Michelle Worob seconded, all approve
- **Membership Expense:**
 - Matt Reid made a motion to spend up to \$400 for static cling 2015 membership decals from Vince O’Rourke.
 - Chris Smith seconded, all approve
- **Technology:** Pat Holt, Marketing Committee, reported on website/commercial status. Pat Heaphy added they looked at website and started to develop some mockups, using WordPress template – site will be photo rich, responsive on cell phones, consumer based. Will have a member portal for minutes, search directory function, more social media. Two commercials created already. Another shoot to be scheduled. Business focus can be on internet and/or cable – let Pat Heaphy know if you’re interested. Date will be emailed to members. Matt Reid added there is strength in numbers, the more people who sign up the greater the benefit (more spots on cable). There are a few packages being offered but all can be catered to business needs – contact Pat Heaphy. Example: Mimi’s Treasures – go to her facebook page. Website could be ready by April. Bob Howe added that Cablevision has extended their offer for 6 months more – businesses get a good rate as Chamber member, Chamber gets 10 bonus spots for each signup. In closing Matt Reid added that website and cable ads are a good combination. A 30-second commercial can be tailor made spot for your business – all depends on your target market.

Comments - Discussion

- 2nd Annual Fundraiser “A Night Out w/Team O’Grady” – Michelle Worob announced 3/28 event for Walk to End Alzheimer’s at Emmett’s Castle, \$50 per person. RSVP Michelle at harpo1994@aol.com or call 914-261-8250. To donate: <http://act.alz.org/goto/teamogradey> Looking for raffle donations.
- New members/guests:
 - Steve Corish, The Brew House, impressed with Marketing Plan.

- o Bryan Connelly, ARC of Rockland, will continue to connect with the community.
- o Eric Peckins & Kathy Rao, Relay for Life, would like to bring attention to Pearl River with the June 14th event (more details to follow). Kickoff event on February 6th, 7pm at Theills Firehouse – looking for teams. For more information, contact Megan McGrady at 914-397-8803 or megan.mcgrady@cancer.org.

Upcoming Events:

- Next meeting: Wednesday, February 11 at Southbound Bar & Restaurant

Adjournment Matt Reid made motion to adjourn meeting.

Attendees – January 14th, 2015 General Meeting:

Vince O'Rourke (Board Member)
Kathy Rao
Eric Peckins
Kevin Joyce
Jerry White
Patty Hughes
Chris Smith (Board Member)
Debbie Paciello
Antoinette Flynn
Janet LoBoves
Anne McGovern
Annie Paratore
Robert Howell
Robert Tompkins (Board Member)
Bryan Connelly
Kelly Maris
Steve Cornish
Phil Sheridan
Terry Lynch
Bryan Beaudry
Pat Heaphy
Pat Holt (Board Member)
Michelle Worob (Treasurer)
Matt Reid (President)
Nellie Grossenbacher
Andy Tannariello (Board Member)
Emmett Woods (Board Member)