

**Pearl River Board of Trade Inc. DBA Pearl River Chamber of Commerce
Pearl River Chamber Minutes for General Meeting
November 9th, 2016, 7:00 pm – Gildea’s**

Call to Order by Matt Reid

Roll Call – see below list of attendees

Report of the Treasurer:

Checking acct: \$50,000.00
Cash on the Town: \$ 4,345.48

Report of the Committees

Committee updates

- **Membership:** 112 total, 88 business, 24 residents. Please renew your membership or join online.
- **Government Liaison:**
- **Promotions and Events:**
 - Pearl River Day: \$26,000 net profit, spent more on band, bouncy attractions, t-shirts for 10th anniversary. Thoughts on a t-shirt cannon for next year.
 - Santa Crawl: Saturday, 12/17 starting at 2:00 pm, teams of 4-6 members, wrap up party at Brewhouse. Prizes awarded for best individual costume and best team costume. \$20 per person registration fee. Contact Ray at Brewhouse 845-735-3970.
 - Holiday Party at the Pearl River Saloon, 12/14
 - Cash on the Town promotion: buy \$50 worth of gift certificates and get a \$10 gift certificate free. Need point of sale - Pat Heaphy & Matt Reid to create card holders to place in PR shops to promote sales. Add to COC app. Antoinette Flynn to promote on facebook featuring participating businesses.
- **Technology:**
- **Beautification:**
 - Matt reported: Mark Griffin working on approval – remove poles from Rafaele’s to Dominos then in spring do to Route 304 (William St to Rt 304). Can’t do Noonan’s – there’s a pole problem – no where to put in back – go up with wires.
 - Christmas Lights: Matt Reid reported have \$22,000 approved (\$15,000 town, \$7,000 Chamber). This year adding snowflakes up Middletown Road (\$600)
 - Snowflake Challenge: New for this year – punchcards for customers to win a prize. Patrick Heaphy/Tom Hickey to get punchers, Matt Reid to have punchcards delivered to businesses. Decorations up by 12/3 – businesses need to email Antoinette at secretary@pearlriverny.org to participate in Challenge by 12/3. Snowflake info to be posted on website homepage (video). Tom Hickey to promote via facebook.

Motion:

- Matt Reid made a motion to approve the October minutes. Michelle Worob seconded and all approve.

Comments – Discussion

New Business:

American Cancer Society – Donna Hughes reported next Relay for Life Holiday party on 12/12 at Pearl River Saloon Looking for a new Chamber project – signs were done 3 years ago. Send suggestions.

Upcoming Meetings/Events:

- December 3rd – deadline to participate in Snowflake Challenge
- Holiday Season Cash on the Town Promotion (Get \$10 free gift certificate)
- December 14th Holiday Party at Pearl River Saloon
- December 17th Santa Pub Crawl

Adjournment Matt Reid adjourned meeting

Attendees – November 9th, 2016 General Meeting:

Brian Campbell
Tom Hickey
Pat Heaphy
Matt Reid
Mr. Carmelo
Susan Perzigian
Donna Hughes
Annie Paratore
Meredith Kawer
Ray Sheridan
Antoinette Flynn
Michelle Worob