

**Pearl River Board of Trade Inc. DBA Pearl River Chamber of Commerce
Pearl River Chamber Minutes for General Meeting
October 14th, 2015, 7:00 pm – Horse & Jockey**

Call to Order

Roll Call – see below list of attendees

Report of the Treasurer:

Checking acct: \$45,620
Cash on the Town: \$ 3,810
Holiday Lts/Beautification: \$ 4,000

Report of the Committees

Committee updates

- **Membership:** Matt Reid reported membership is 116 (102 business + 14 residents)
- **Government Liaison:**
 - **Sidewalks:** Matt Reid reported work to start by Tues/Wednes – problem with contractor paperwork. If delayed too long, problem with holiday shopper. Grant may be time sensitive. Angelo Raffa – idea to talk to Chase re: new sidewalk
 - **Light pole:** O&R to give cost estimate
- **Promotions and Events:**
 - **Pearl River Day 2015:** Michelle reported festival was a great success! There were 140 vendors, up from 98 the previous year. \$5,000 more in sponsorships, sold 1000 wristbands - \$15,000 sales, \$28-29,000 profit (last year \$18,000). Peak radio station made a difference (\$1500 cost) – brought Rockand and Westchester County people, no print ads, facebook all over. Vendors were happy, committee was great (Matt Reid, Angelo Raffa, Debbie Paciello, Antoinette Flynn, Andy Tannariello, Annie Paratore, Nellie Grossenbacher, Pat Holt. Next year 10th anniversary – new ideas: tshirt contest that PR school kids decorate, sell in advance?
 - **Santa Crawl** – new date: 12/12
- **Technology:** Pat Heaphy reported he was impressed with Peak at PR Day, they played a lot about PR Day. Tried New12/FIOS1 with no success. App promotion: 350 people on it, promotion brought 35 more. Took great photos, tag and share with others, drone shot overhead.
- **Beautification:** Matt Reid discussed projects – where to spend Chamber money. Previously did website/commercials and PR signs. Considering decorative flags on existing poles from Saloon to 711, William and Main. Choose 4-5 events, PR Welcome signs, some can be sponsored. Take down baskets. Need initial investment, thereafter not so costly. Will have figures next meeting.

Halloween Trick or Treating Event: Antoinette Flynn reported event is on Friday, October 30th from 3-5pm. Businesses can pick up balloons for store front on Friday from 1-3pm. Flyers available at Dance Central after 5pm on weekdays or all day Monday.

Motions:

Matt Reid made a motion to:

- 1) **Increase \$5 fee for appetizers at Chamber meetings to \$10**
 - a. **All in favor, no one opposed**
- 2) **Increase \$25 cost per person for holiday party to \$30**
 - a. **All in favor, no one opposed**
- 3) **Nominate Susan Perzigian for Board member**
 - a. **All in favor, no one opposed**
- 4) **Nominate Nellie Grossenbacher for Vice President**
 - a. **All in favor, no one opposed**

Meeting minutes to be approved:

- Matt Reid made a motion to approve September meeting minutes
- Ray Sheridan seconded
 - Vote: all approve

Comments – Discussion

New Business:

PR Signs – upkeep of grounds. Landscapers agreed to maintain the grounds. Need volunteers.

Baked by Angels is selling – brand and all equipment. Contact: Phyllis or Denise at: info@bakedbyangels.com.

Upcoming Events:

- Next meeting: Wednesday, November 11th
- Holiday Party is Wednesday, December 9th

Adjournment Matt Reid adjourned meeting

Attendees – October 14th, 2015 General Meeting:

Angelo Raffa
Mark Griffith
Matt Reid
Vince O'Rourke
Brian Campbell
Chris Smith
Jerry Bottari
Jeff Gibs
Susan Perigian
Pat Heaphy
Michelle Worob
Antoinette Flynn
Donna Hughes
Diane Banta
Phyllis Damiano
Ray Sheridan
Bridget Killen
Carmelo Ritrovato
Lisa Dorman