

Hancock Area Chamber of Commerce

MEETING AGENDA

Wednesday February 10th, 2021 5:30 PM at Hancock Cinemas

Attendance: Mike & Cindy Argiros, Carmella Seely, Chris & Andrew Gross, Erin Mason, Dan Clark, Bill Gross, Bobbi Cicio, Paul Siegler, Jim Costolnick, Ken Salvestrini

I. Call to Order 5:36 PM By Erin

II. Approve Minutes

III. Treasurer's Report – need info from Mike

\$2,000 Brochure Grant- \$500 spent on logo and \$1,500 saved for brochure production

Collected \$2,300 for membership fees so far- Mike noted that members are paying faster- positive feedback.

Membership can be paid via PayPal on chamber website hancocknychamber.com, enter info and pay from there.

IV. Open Issues

a. Bed Tax Grants

-Re-applying for Christmas on the square grant- Bill sent that in today 02/10/21.

-Asked Delaware County if we can apply again this year to go towards printing of brochure. Waiting on response. Will go toward re-print in the Fall.

-Mike brought up hiring someone part time to help with website and designing content.

-Connected with a bigger idea of applying for an economic development grant to help other businesses maintain their websites and social media- potentially creating a job that can include the part time job mentioned. Mike mentioned that it is hard for business owners in the area to keep up with media presence.

-Coz mentioned he is working with someone in the Honesdale area for his website and will send us the contact information.

V. Committee Reports

A. Activities & Fundraising Committee

I. Moonlight Float- set for July 24th, need 6-8 people to help- Cindy volunteered.

B. Advertising & Promotion Committee

i. Business Brochure - Launch in April

-Finalizing design for the brochure, working on getting sponsorship- chamber needs to match donations, \$2,000 needed-

Option 1: Members will be listed on map & directory with option for Sponsorship \$250 a piece with logo/ad

Option 2: Charge all members a nominal fee to have business listed in directory, with the option of \$250 sponsorship

Option 3: Do we want to open it up to non-members? Majority said no

- Photo for front of brochure-Andrew Baker- Barter for Membership? - Non-Members on the map, would be worth the barter for the rights of the photos- would be great to have him consistently take pictures throughout the year

-Andrew Baker will barter one year membership with the chamber with the agreement of him providing photographs throughout the entire year. Approved by attending members.

- How many are you printing/Final Budget – at least 10,000 copies

Map will be accessible on website, QR code will be on brochure.

-Brochure is 11.5 x 17 folded in half twice, glossy, working on catch phrase

Chris motioned option 1, Dan seconded it.

Hancock Herald is also working on a business directory.

II. Coz brought up the idea of the Chili/Chowder Cookoff Contest- initially brought up in Fall of 2019

- Event hosted in the town square. Restaurants in surrounding area and locals participate. Potential for having beer and wine businesses as vendors. People purchase tickets for entry. Music can be involved. Activities for the kids. 1-5 PM on a Saturday in September. Pre-purchase tickets.
- Issue of being able to carry out the event without too many restrictions. Would need lots of help.
- Budget pre-determined by next meeting, per request of Bill. List of restaurants needed.
- Seconded by Erin, opposed by no one.

Paul mentioned the Farmer's Market happening as well.

III. Bold Gold Media Updates-

Joanne Alesi, our contact, wanted to attend this meeting, but plans on attending in March. New promotion on Fridays during the radio show with Carmella at 8:11 AM. Carmella will send out

flyers and information on how to get in touch with Joanne. \$200 a month for 20 60 second commercials on Fridays. Potential split between 2 non-competing businesses at \$100 a month each (10 commercials each).

-Hancock Herald is in for a split.

-Carmella is going to send out another email to members.

c. Membership Committee

Dan is added to Membership and Finance Committee. Valerie has been removed per request.

I. Window Cling Update

Bill has ordered them.

VI. Other Business/Public Comment VII. Adjourn

-Need to double check contact info on website.

-Asked Paul to send out more information on Farmer's Market.

-Summer Nights on the Square is set to move forward.

-Bobbi Cicio attended- owner of Primitive Posies, new floral shop next to Hancock Herald.

- Chris asked the Chamber to compose a letter ASAP to the village of Hancock and NYS DOT to clear the roads by the sidewalks in town. Erin will form a letter. Notice of snow removal would be nice.

- Need to remove Christmas decorations around town. Erin is going to send out an email looking for volunteers.

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- Adjourn at 6:40 PM