

Hancock Area Chamber of Commerce MEETING MINUTES

July 6, 2021

5:45 PM at FUDR

Attending Members: Ashley Rossi, Bill Gross, Carmella Seely, Andrew Gross, Valerie Senese, Dan Clark, Michael John Stevenson, Richard Lowe, Cindy Ray Argiros, Chris Gross

- I. Call to Order 5:59 PM
- II. Approve Minutes- Dan approves, Bill seconds
- III. Treasurer's Report
 - a. Checking, \$17,902.46 , CD \$3,108.51 , no outstanding bills
 - b. Still waiting on bill from St. Clair Graphics
- IV. Bold Gold Media- radio update
Ashley is taking over for Carmella for the Friday morning chamber update on Thunder 104.5.

Thunder 104.5 wants to broadcast on Friday night live starting with Milkweed on July 30. Hard line for internet needed. Can we make it permanent for the future?

Nashville talent for a music festival collaboration. Potentially next year for Boots, Brews, BBQ festival.

V. Committee Reports

- a. Marketing & Website
 - Brochure results: very high click through rate from Bold Gold, IG is super active, positive feedback on FB, paper brochure- moving well, 3500 have been distributed. Merchandise coming for TACD
 - Media calendar on how to share through certain times of the year.
 - Updates to website hancocknychamber.com: cleaning up, emails updated, stream social media directly to site
 - Retrieving the data from the Destination Hancock Facebook page, Instagram, Twitter
 - Sending resources out through the local community- school, social services, etc
 - Let Valerie know if you experience bugs & glitches using hancockevents.org website.
- b. Activities & Fundraising Committee
 1. Moonlight Float July 24 8:30 PM starting at OARS
 - T-shirts and decals- Ashley volunteered to help with registration. More promotion on social media. Bill will come up with a waiver. Adding HCC as additional insured for OARS on the event.
 2. Chili and Chowder Sept. 18.
 - officially tabling for next year, maybe in conjunction with Harvest Festival?

VI. Walgreens petition- Petition from Valerie at Hancock Partners to extend hours that were cut pre-covid. To sign the petition, email valerie.

VII. Photoshoot Friday July 9th 10 AM at Camptons- meeting for coffee and snacks to do a ribbon cutting with the Delaware County Chamber for a publication to make it known Hancock is open.

VIII. Other business

-HCEF is meeting at the Nature Center on August 16th at 6 PM to discuss the Harvest Festival- looking for new ideas. Customer Appreciation Day is Friday, October 8th- they are looking for more participating businesses, especially for activities for kids. Tractor Parade! Chamber having a booth to sell merchandise.

- HCC and Delaware County Chamber collaborated to shoot a video. Bill believes Art Pierson still has the video if we'd like to use it for promotion.
- Dan followed up with Shortline, not stopping in Hancock. Bus issue in Hancock; working with other towns to get a bus service. Needing a survey or petition to come up with numbers.

IX. Date, location, and time of next meeting

August 3, FUDR office or Hancock Partners office at 5:45 PM

X. Adjourn 7:10 PM- motioned by Dan, seconded by Ashley