

**Hancock Area Chamber of Commerce**  
**MEETING AGENDA**

September 7, 2021

5:45 PM at FUDR

Attending members: Carmella Seely, Dan Clark, Bill Gross, Carolann McGrath, Ken Salvestrini, Ashley Rossi, Joanne Alesi, Sherri Thomas, Valerie Senese, Andrew Gross, Cindy Argiros

- I. Call to Order: 5:53 PM
- II. Approve Minutes motioned by Bill, seconded by Dan
- III. Treasurer's Report
  - a. \$22,971 total
  - b. \$5,762.19 in bills payable: Bold Gold Media \$5,157.81 (should only be \$5,000)  
Hancock Herald \$203.70 Bill Gross \$400.68 for moon float shirts and glow sticks
  - c. Net funds: \$17,208.81
- IV. Committee Reports
  - a. Eliminate Christmas committee and combine Events committee- motioned by Carmella, seconded by Ashley
  - b. Christmas on the Square- Dec 4 6 pm parade
    - i. Vallessa making reindeer ornaments? Using Kristin and Bobbi for decorative ideas
    - ii. Dec 4 Christmas on the Square date
    - iii. Contact Millenium pipeline for donation
- V. Reminder: Delaware County Chamber of Commerce- Chamber Check in Sept 23rd- 6-7:30 PM will discuss grants with Ray Pucci & other business updates- FUDR
- VI. Mini Grant- Hancock Partners
  - a. Health initiative through Delaware County to develop a better walking route- goal for 2-3 walking routes inside community to include all businesses- \$1400 to install signage and trail markers- spend by December
  - b. County will help with cost of brochure
  - c. Walking event kick off- art or history walks
  - d. Fundraiser for a walking contest
- VII. Harvest Festival
  - a. Friday Oct 8th 3 pm- Brooks BBQ in the square
  - b. Chamber ad in the Herald- harvest Festival HCEF Journal, deadline is Sept 10
  - c. Booth- coloring books for kids- volunteers needed
- VIII. Kiosk
  - a. Sept 20 Bill will take old signage down. Pressure wash after, 2 coats of sealant, washing concrete, etc
  - b. 50" Smart TV \$400, \$400 for protective shelving \$90 mounting
- IX. Bold Gold Media- Joanne Alesi
  - a. Campaign until end of October
  - b. 203k impressions a little over halfway through- high mobile activity
  - c. Graphics are changing for relativity- kayaks, foliage rides on adventure bikes

- d. Further conversation to extend campaign to end of November for another 1k- can bring in radius and would help with Christmas event promotion
- X. Friday morning radio
  - a. Please share updates with Ashley, will start focusing on individual members
- XI. Brochure update- Oct 1 deadline for metrics/reporting
  - a. Two-fold- report to Delco and report to sponsors
  - b. 1,000 brochures left
  - c. 2022 brochure meeting- posters to be included next year w/updates
- XII. Member Outreach
  - a. Using a personal assistant to send a letter out to all local businesses
- XIII. 2022 Strategy- goals, ideas plans
- XIV. Other Business
  - a. Graffiti removal- Mayor reports working with local police to find culprits and have them clean the signs
  - b. Main roads need to settle and will be fully repaved next year- Sunoco to Academy- concern that bottom layer is rotted and needs to be replaced
  - c. Bus updates- service is going as expected- stop at Mason Agency
  - d. Railroad- potential platform found near Walgreens
  - e. Sept 11 6 pm - French Woods Festival performance
- XV. Adjourn 7:02 PM- motioned by Bill, seconded by Ken
- XVI. Next meeting October 5th at 5:45 PM