

# EDINBURG AREA CHAMBER OF COMMERCE

March 25, 2010

## **In attendance:**

Steve Wood, Michelle Heier, Cynthia Morris, Sue Horne, Donna Smith, Karen Landis, Fran Romeo and Justin Wightman.

**Meeting called to order by:** Steve Wood at 5:35 p.m.

**Minutes:** Mr. Wood approved the February minutes.

**Treasurer's Report:** Ms. Heier reported that the Chamber currently has \$1,871.91 in funds. One membership for \$40.00 was deposited and payment to Ms. Heier and Ms. Embrey for \$100.00 each as well as the final payment of \$566.00 to Lauren Culler for completion of the website.

**New membership:** Ms. Heier stated that the Chamber did not have any new members. Memberships are due in May. The committee decided that the current membership form needs to be improved. The new forms need to have the appropriate dates. Mr. Wood made motion, all members second.

**County Chamber:** Ms. Romeo gave an update on the events of the County Chamber. June 14<sup>th</sup> is the Chamber Challenge. The County needs the logo for Edinburg. The logo needs to be emailed to [sallymontrey@aol.com](mailto:sallymontrey@aol.com). The cost to participate is \$50.00 per sponsor or \$85.00 per person to play. This event along with the Sesquicentennial will bring a lot of tour through the valley. The fourth weekend in October is scheduled for New Market Days. The Mt. Jackson expo will be held on March 27<sup>th</sup> from 10:00 – 3:00 at the Mt. Jackson Firehall. The last weekend in August, the Valley Cruisers will be at the BBQ Ranch on Route 11 in Harrisonburg. The County Chamber is requesting businesses to provide brochures in the Welcome Center at Clearbrook again this year. It is a good way to promote businesses in Edinburg. Ms. Smith and Ms. Horne expressed concern about last year's event and commented that there need to be changes to the way it is done. Ms. Romeo stated that she would provide a copy of the County Chamber minutes to post on the Chamber website.

**Website Design:** Ms. Heier reported that the final payment has been made to Ms. Culler for the completion of the website. She also stated that if anyone had any suggestions or items that needs to be added, removed or changed to the design of the program that the Chamber has 3 months to do so.

**Networking Socials:** Ms. Romeo suggested to the County Chamber to have an open invitation to attend their chamber socials. These should be hosted at a business. On April 20<sup>th</sup> at 5:30 p.m., Johnston & Rhodes Realtors in Woodstock will be hosting a social. Usually there are between 60 – 90 people that show for these events. Businesses sponsor each other's and usually are held from 5:30 – 7:00 p.m. Ms. Romeo also mentioned the Carousel will be performed at Lantz Hall at the Massanutten Military Academy on April 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup>. The cost is \$12.00 per person for tickets. There will also be an all you can eat Catfish and Shrimp dinner sponsored by the Rotary Club. The cost for this dinner is \$22.50 per person.

**Yard Crawl:** The County Chamber is requesting a number of businesses that will participate. Ms. Romeo will need a count and everyone is to let her know. After much discussion regarding the sale of T-shirts, Mr. Wood requested that Ms. Romeo ask the county about the Town Chamber getting a \$1.00 over and above since none of the Town's profit from the sales. Ms. Smith asked if there were a table that sold items that the profit would go back to the Chamber and if not, would the Chamber like to have one. Ms. Heier commented that would be a good idea and also about starting on Friday instead of waiting until Saturday to start. Mr. Wightman even agreed that

Friday's are a good day to start and Mr. Wood would like to see the Yard Crawl become two full days instead of just one.

**Board of Directors:** Ms. Morris stated that Leigh Catlett would be interested in serving on the board.

**Victorian Christmas in Edinburg:** On behalf of Mr. Harshman, Ms. Heier made the Chamber aware that the Christmas Tree is in need of new lighting. It was asked if the lights can be bought wholesale? Ms. Heier stated that she would ask Mr. Harshman if he knows of a company that sells lights wholesale.

**Summer Concerts:** Ms. Horne and Ms. Smith reported that the 2008 Summer Concert Season was a loss instead of a money maker. The ladies would like input, especially for children activities so that the adults could enjoy the concerts. Some members present suggested that clowns, temporary tattoos and face painting along with food would be a good idea. There was discussion about starting the concert this year at 5:30 p.m. instead of doing it later, that way folks would be able to enjoy food at the concert instead of eating before they come. It was mentioned too that such place as Wholesome Foods may donate items for the Chamber to sell at the concert. Some businesses would donate in return for their business being listed as a sponsor. Mr. Wightman suggested charging vendors to participate in the event, but it was mentioned that the Chamber would have to have excellent entertainment to draw a good crowd before we could really charge them to come and make it worth their while. Ms. Horne suggested pulling in some different bands to appear, to attract more of a crowd. 60, 70 and 80's music was suggested. There is a band from Bethesda that would come for a fee of \$750.00 and there would be no traveling expenses or lodging. They would perform for 2 hours, and provide music during their breaks. Some other suggestions made for music was Motown, 4-tops etc. and R&B. Ms. Landis suggested to contact Bryce to see who they had performing at their 4<sup>th</sup> of July last year, it drew a very large crowd and the music was good. 40-50's Swing music was mentioned as well. A member also mentioned the local band the Instigators. They have an excellent following since all members of the band are local. Mr. Wood suggested on having it at the park. Ms. Smith was asking what a sponsor gets in return for sponsoring this event; it was stated they would get advertisement for sponsoring it. There was concern regarding the summer concerts at Bryce, but later found out the date they start. Ms. Romeo does not seem to feel there will be a conflict if the Chamber's concert falls on a night when Bryce is having theirs. Ms. Morris made motion to approve the summer concert and Ms. Romeo second. Ms. Romeo will be contacting Bobby Grubbs on Friday and she will also take care of the p.r. Mr. Wood will contact the school to make sure there is no conflict with Parks and Recreation. Ms. Heier will check the schedule at the Town Office for the shelters and pool. Ms. Romeo suggested doing different levels of sponsorships. It was mentioned that Hank Zimmerman might be able to MC the event.

**Auditing Committee:** No report.

**Finance Committee:** Mr. Wood, Ms. Heier, Cynthia Morris and Sue Horne attended the first Finance meeting before the Chamber meeting began. The committee worked on the new budget that is in the process of being implemented. It is hoped that a final budget will be available at the next Chamber meeting for review.

**Advertising:** Ms. Morris suggested again that doing the Shop Local coupons are a great way for the Edinburg Businesses to advertise. Ms. Morris said it would run 2-3 times and Ms. Romeo is to check on the cost of copies.

With no further discussion, the meeting was adjourned at 7:00 p.m.

Minutes respectfully submitted,

Michelle F. Heier