

**Carthage Area Chamber of Commerce  
Minutes of August 10th, 2022, meeting**

**Present:** Justina Jarrard, Tina Lanier, Kristy O'Shaughnessy, Robert Kuklinca, Taylour Scanlin, Kelly Shanahan, Nancy Rome, Derek Davis

**Excused:** Robert Sligar, Amy McEathron, Jenn Premo,

**Unexcused:** Lydia Young

The meeting was called to order by R. O'Shaughnessy at 12:03 pm

Pledge of Allegiance was led by R. Kuklinca

**Minutes from the last meeting:** R. Kuklinca motioned to accept last month's minutes, seconded by N. Rome, all approved, motion passed.

**President's Report:** T. Lanier and K. O'Shaughnessy welcomed New Executive Director, J. Jarrard whose focus will be increasing memberships and experience will be an asset to the Chamber of Commerce. The Riverfest Afterparty was held on July 30<sup>th</sup> with a few minor issues. It was a new partnership with the Lewis County Chamber of Commerce, and it is important to set a good plan in place for next year. T. Lanier expressed the importance of Board Members volunteering at events. K. O'Shaughnessy also stated the need for members to be more involved in having a community presence. T. Scanlin suggested that it is more difficult for business owners to get away and in future recruitment attempts to be transparent with expectations regarding volunteering. K. Shanahan offered a request for business members to recruit volunteers in the members absence, as well as communicating with Carthage School District for student volunteers. T. Lanier emphasized the value in having board members socialize with the community.

**Treasurer's Report:** K. O'Shaughnessy, on behalf of R. Sligar, reintroduced the veteran's street banners. R. Sligar and J. Jarrard will coordinate to accomplish the program.

**Executive Director's Report:** Attached.

**Open Forum:** None

**Old Business:**

- a.) **Riverfest-** The After-Party took place on July 30<sup>th</sup> at Turning Point Park. K. O'Shaughnessy stated there were a few minor concerns that needed to be addressed for next years event. A small issue with Zero Dock Restaurant was attributed to miscommunication and was handled well. The turnout was not substantial, and the food vendors were unsatisfied. The weather was challenging for paddlers at the event causing many of participants to depart early prior to reaching the Carthage Destination. J. Jarrard mentioned disappointment that the Carthage Chamber of Commerce was not mentioned in advertisements or notices by the Lewis County Chamber of Commerce. R. Kuklinca expressed his intent to join the Lewis County Board which would assist in communication and coordination in the future.

Suggestions were made to begin preparations earlier, as well as move the time to an earlier event start.

- b.) **Fireworks-** T. Lanier complimented the turnout, however expressed that the Fireworks could have been better. D. Davis suggested that could be cost related.

#### **New Business:**

- a) **Membership Referral Program** – J. Jarrard introduced an idea to help increase membership fulfillment by offering current business members an added value option based on successful referrals. T. Lanier requested a proposal be put together for the September board meeting to be put forward to vote. Proposal should include a cost analysis outlining the value of the referral credit.
- b) **Business Award Dinner** – The Business Awards Dinner will be held on October 18<sup>th</sup>, 2022. Nomination forms were sent out via newsletter and are due back by September 2<sup>nd</sup>, 2022. A committee will be formed upon closure of the nomination period.

#### **Committee Reports:**

- a. **Farmer's Market Report:** The market traffic has been steadily increasing. There's been a consistent food vendor and we have obtained an additional produce vendor. J. Jarrard introduced a new program called the Farmers Market Little Friends Club which has been well received by the community.
- b. **Business After hours-** Americu is planning to Co-Sponsor a BAH event with Zero Dock, date TBD. K. Shanahan stated an interest in hosting an open house / meet the new President of Carthage Savings & Loan in conjunction with a Business After Hours, date TBD. K. O'Shaughnessy reported that September should be utilized for a Non-Profit. R. Kuklinca suggested that Carthage Area Rescue Squad has expressed previous interest in combining a Farmers Market, Chicken BBQ, with a Business After Hours. J. Jarrard will connect with CARS regarding scheduling that event.
- c. **Fort Drum Report:** August 27<sup>th</sup> there will be a Retiree Appreciation Event at 9am, Clark Hall, Fort Drum. There will be wellness activities and organizations attending and an Open House at the Leray Mansion. On August 29<sup>th</sup>, at 11am, there will be a Gate Dedication Ceremony. The Mount Belvedere Gate will be renamed after Colonel Michael Plummer. Mountainfest begins August 31<sup>st</sup> with Route 26 being open to the public to witness demonstrations and a Salute to the Nation at 230p. It will host activities, food trucks, the Concert at 7p with Country Stars Justin Moore and Lauren Alaina. Fireworks to follow in the evening. September 3<sup>rd</sup>, 2022, there will be a Change of Command Ceremony welcoming the new Commander Major General Gregory K. Anderson and bidding farewell to former 10<sup>th</sup> Mountain Division Commander Major General Milford Beagle, Jr. Reminder that the 10<sup>th</sup> Mountain Division Band is scheduled to perform at the finale to the Sounds of Summer Concert Series. T. Lanier mentioned a possible appearance of Major General Milford Beagle, Jr. and recommended Chamber members to attend if possible.

- d. **Carthage Area Hospital Report:** A new Pediatric Medical Director, Dr. Gianfagna, will be coming on board in early September from Watertown Pediatrics. A press release to follow soon. The mobile clinic is waiting for insurance completion and hopeful to be on the road promptly. The Primary Care office and Dr. Ashcraft will be moving to the walk-in clinic on Constitution Drive within the next few months.
- e. **Carthage Central School:** No Report
- g. **Carthage Free Library:** No Report

The next meeting is scheduled for September 14th | Noon | Zoom

There being no other business to come before the board R. Kuklinca made a motion to adjourn seconded by K. Shanahan, all approved. The meeting was adjourned at 12:57 pm.