

Carthage Area Chamber of Commerce
Minutes of May 11th, 2022, meeting

Present: Rebecca Wallen, Kristy O'Shaughnessy, Robert Sligar, Nancy Rome, Robert Kuklinca, Kelly Shanahan,

Excused: Tina Lanier, Amy McEathron, Taylour Scanlin, Lydia Young, Derek Davis

Unexcused: Jenn Premo

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

Pledge of Allegiance was led by N. Rome

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

President's Report: None

Treasurer's Report: R. Sligar reported that the meeting with WWNY went very well, and the station has agreed to honor all pricing agreements that we had with them when Patti Strife was our account representative. We have the Trash to Treasure Day commercial coming out as well as our July Fireworks Festival commercial. The agreed budget should allow us to have a 5th commercial for our Shop Local campaign in November.

Executive Director's Report: Attached.

Open Forum: None

Old Business:

- a.) **Street Banner-** The funding did not come together as quickly as they hoped for the Veteran Banners so the plan is to have the business banners up and next year we will revisit the veteran banners. There will be funding from this year in the budget so this program should be able to happen next year.
- b.) **BOD Officer Elections-** K. O'Shaughnessy opened the floor to additional nominations and none came forward. N. Rome casted a ballot for all current officers to remain seated for another year. R. Kuklinca motioned to accept the current slate of officers seconded by R. Sligar, all approved, motion passed.
- c.) **Trash to Treasure Day-** This twin village community garage sale event will be held on Saturday, June 4th. The commercial is in the production stages now.
- d.) **Riverfest-** The event is scheduled for July 30th and will end at the Carthage boat launch by Zero Dock Restaurant. The Carthage Chamber will host live music and food vendors for the paddlers.

New Business:

- a) **Farmers Market Commercial with NBC-** NBC had a special promotion on advertising. T. Lanier was contacted prior to the meeting and voiced her agreement to move forward with the commercial, as a member of the Farmers Market committee, K. O'Shaughnessy motioned to approve the funds for the commercial, seconded by R. Sligar, all approved, motion passed.
- b) **Pride Month:** R. Wallen requested ideas that would allow the Carthage community to show their support for the LGBTQ community during Pride Month in June. The board agreed that with little time to plan, it would be best to advertise in our upcoming newsletter. R. Wallen will add the local Pride events that are happening around the area in support.

Committee Reports:

- a. **Farmer's Market Report:** We are ready for this year's event. Updated time signs have been ordered and will go up May 21st, or 22nd. We have also been spreading the word via social media and through our weekly email blast, and monthly newsletter. We have 14 confirmed (and paid) seasonal vendors at this time.
- b. **Business After hours-** Nothing on the schedule at this time, but AmeriCU is interested in possibly scheduling an event in October.
- c. **Fort Drum Report:** No Report.
- d. **Carthage Area Hospital Report:** No Report.
- e. **Carthage Central School:** No Report.
- g. **Carthage Free Library:** The library is focusing on getting people back in their doors with a loaded schedule of events. People use the library for their free internet access and the summer reading program information will be out soon.

Other: American Pickers will be in New York in August; the Chamber has agreed to share their advertisement information with the community to help spread the word.

The next meeting is scheduled for June 8th | NOON | Virtual Zoom Meeting

There being no other business to come before the board R. Kuklinca made a motion to adjourn seconded by N. Rome, all approved. The meeting was adjourned at 12:37 pm.