

Carthage Area Chamber of Commerce
Minutes of September 14th, 2022, meeting

Present: Justina Jarrard, Tina Lanier, Robert Kuklinca, Robert Sligar, Amy McEathron, Jenn Premo, Taylour Scanlin, Kelly Shanahan, Nancy Rome, Lydia Young,

Excused: Kristy O'Shaughnessy,

Unexcused: Derek Davis

The meeting was called to order by T. Lanier at 12:02 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 J. Premo, all approved, motion passed.

President's Report: T. Lanier deferred discussion to "other" portion of meeting.

Treasurer's Report: R. Sligar pointed out that we are entering the lull after summer. R. Sligar has secured the group Downbeat Percussion to perform at the Holiday parade again this year. In financial talks, Chamber memberships that have not been paid at this point in the year, previously would be automatically dropped as members. R. Sligar pointed out due to the change of Executive Director positions, it may be more beneficial to allow J. Jarrard the opportunity to speak to delinquent members personally. T. Lanier agreed there were several benefits to that suggestion. T. Lanier made a to suspend automatic cancellations of memberships seconded by T. Scanlin, all approved, motion passed.

R. Sligar introduced the discussion of Veterans Banners. All banners will be purchased with donations requiring no monetary support from the Chamber. Approval by the Chamber will be needed to access and spend the funds. R. Sligar has received permission from all military branches necessary to use the governmental seal on the Veteran Banners. He suggested prioritizing ordering for the Village of Carthage, then West Carthage, then Deferiet, then Natural Bridge. The village of West Carthage had begun organizing their own banners, thinking that the Village of Carthage was on hold, however that miscommunication has been resolved and both Villages are in sync on this project. R. Sligar directed J. Jarrard to communicate with Image Press regarding pricing and ordering of banners. R. Sligar added this year a partnership is taking place with the 12 Honors group and the Elks Club organization to have students researching the history of Veterans for the banners. J. Premo mentioned that it was important to specify how the 12 Honors students make the selection, citing a similar situation involving Lowville, where problems arose with the demand of Veteran's to be placed on banners overwhelmed the availability of banner placement. R. Sligar commented that all requests will go directly through the Village and will not be made of knowledge to the students. Amended to include the Committee will decide the names to be placed on banners. All approved. The students will only be required to research for educational purposes and will have no effect on the final decisions. A motion was made by A. McEathron to allow utilization of donated funds to purchase Veterans banners, seconded by J. Premo, all approved, motion passed.

Executive Director's Report: Attached.

Open Forum: None

Old Business:

- a.) **Business Awards Nominations/Dinner** – The Business Awards Dinner will be held on October 18th, 2022. J. Jarrard noted that three nominations had been received for Wayne McIlroy. A. McEathron added she had submitted a nomination on August 31st. J. Jarrard mentioned it was not received and A. McEathron resent the correspondence for nomination. It was decided a committee will be formed by T. Lanier, J. Jarrard, R. Sligar, T. Scanlin, and J. Premo. Emails will be sent to committee members and a virtual meeting will be scheduled for September 26th at noon, followed by notification to the newspaper, and announcement to the nominees.
- b.) **Membership Referral Program** – Introduced by J. Jarrard at the August board meeting to help increase membership fulfillment by offering current business members an added value option based on successful referrals. A cost analysis and proposal were provided by J. Jarrard. T. Lanier commented it was another added benefit to membership offers. R. Sligar motioned to amend the membership benefits to allow as proposed by J. Jarrard, seconded by A. McEathron, all approved, motion passed.

New Business:

- a) **Think Pink Luminary Event** – J. Jarrard announced the intention to bring back the Cancer Awareness in person event with the slow retreat of Covid precautions. There will be a decorate the park on Saturday, October 1st at 10a. A Think Pink Lighting Ceremony will be hosted from 6p – 8p on October 21st. Permission letters have been issued to the Village for usage and decoration of the Carthage Park. J. Jarrard mentioned due to her new entry into the Executive Director position, she would like to keep things consistent with what was previously done. Luminary bags will be available for sale, and donation boxes will be delivered to participating locations. All bags and money will be collected on October 19th. A discussion was had regarding locations, adding the YMCA, Carthage Area Hospital, AmeriCu, and the Village of West Carthage to the previous year's list of locations. J. Jarrard mentioned the YMCA will be planning a Breast Cancer Run/Walk and will be working with the Chamber on assistance. T. Scanlin mentioned the Carthage Area Hospital would be interested as a sponsor to the Run/Walk YMCA event. R. Sligar noted that in previous years, the Church of Nazarene was contacted to offer prayer service during the Think Pink luminary event. K. Shanahan commented that Carthage Savings & Loan is also doing a pumpkin painting fundraising event that she would like to incorporate into the Chamber planning. A. McEathron questioned if businesses would be decorating this year. R. Sligar proposed not judging business decorating but offering additional advertising awareness to members and for members who are decorating or fundraising.
- b) **Holiday Parade / Twin Villages Events** – J. Jarrard mentioned an email to committees will go out later this month to organize a meeting to begin advertising and preparations. R. Sligar added this was the time to submit letters to Fire, Police,

and the Village to secure the parade route. T. Lanier introduced the idea of WWNY News Anchor Jeff Cole returning to judge / emcee the parade and possible offer a 7 News broadcast on location generating interest in the parade. R. Sligar recommended meeting the 1st or 2nd week of October for planning purposes.

- c) **Last Day of The Market** – J. Jarrard mentioned she would like to alter the previous Autumn Glory celebration by combining the festival with a Halloween Party.
- d) **Finance Committee / Annual Budget Meeting** – R. Sligar requested J. Jarrard email the Finance Committee to coordinate a meeting to discuss budget by the end of October to be passed by the end of the year.
- e) **New Chamber Logo Design** – J. Jarrard mentioned a discussion with previous Executive Director regarding needing an updated logo. She offered a few rough drafted ideas for example. T. Scanlin commented she is always in favor of a new logo and suggested a strategic unveiling for promotional opportunities. A. McEathron mentioned it would be beneficial to work on the idea over the remainder of 2022 and introduce it new in 2023 as new branding. R. Sligar added his appreciation of the uniqueness of our Chamber, servicing multiple municipalities, and the bridge keeping all of it together. He offered a suggestion of involving the other municipalities in on the new logo decision making as another way of showing support and unity. T. Lanier expressed concern with the new membership directory being released this year and changing the logo / branding too soon.
- f) **Authorized User on CS&L Additional Accounts for Executive Director** – J. Jarrard stated that she is only authorized to view 2 of the 4 accounts established with Carthage Savings & Loan. She said to complete monthly necessary monthly reconciliations, she needs viewing access to all the accounts. R. Sligar commented in the past access has always been given to the Director to view accounts, but not the authorization to make withdrawals. A copy of minutes will need to be provided to Carthage Savings & Loan, as well as updated Authorized Signature forms T. Lanier motioned to approve authorization for Justina Jarrard, the new Executive Director, access to view all four of the Carthage Area Chamber of Commerce accounts, seconded by A. McEathron, all approved, motion passed.

Committee Reports:

- a. **Farmer's Market Report:** J. Jarrard reported that the market has been steady. She has noticed a great deal of foot traffic between the hours of 12 and 1230. A few vendors have voiced concerns of that issue as well. J. Jarrard mentioned she intends to hold a meeting after the market season with the vendors. R. Sligar commented his approval and stated that the Director and the Farmers Market committee have full approval to discuss and alter circumstances to better the market in the future.
- b. **Business After hours-** J.Jarrard reported Augustinian Academy had expressed interest in hosting a business after hours for the month of October and she would follow up with coordinating that event. T. Lanier asked about Carthage Savings & Loan having an interest in hosting a business after house. K. Shanahan replied they could wait until next year, if necessary, there was some flexibility as the new President would be on board at the end of the year. T. Lanier stated that AmeriCu is planning on hosting a Business After Hours, but due to scheduling conflicts, details will be on hold until later this month. R.

Sligar inquired if there was an interest in Carthage School District to also host in the future as an opportunity to showcase the new construction and improvements. J. Premo agreed and indicated that Spring of 2023 would be a more convenient time and will bring up the matter when they are ready.

- c. **Fort Drum Report:** T. Lanier reported there is a new Commanding General Anderson in place. During his speech the new Commander communicated his plans to continue the community and military oriented mindset led by the previous Commander Beagle, Jr. The MWR is hosting a hiring event on post, September 20th, 8a – 11a. Applications can be made online, and many positions are available and offering recruitment bonuses. On October 20th – October 22nd, the Abandoned Vehicle Silent Auction will take place from 8a – 4p. This event is open to the public and entry can be accessed through the visitors center off Route 11. The DoD Stem Academy open on September 12th, with 68 classes scheduled for 5th grade education levels. A ribbon cutting is being held Friday, September 16th at 3p. Overall the kids have loved the academy. Fort drum location is 2 of 3 available in the nation, and a million-dollar investment was made into the location. J. Premo updated that Carthage Central School District students are scheduled to attend the academy in Spring with Mrs. Zehr leading the organization. J. Premo will update with scheduled days.
- d. **Carthage Area Hospital Report:** T. Scanlin reported on two upcoming diabetes education classes taking place in October and November from 9a – 12n. Sign up is available online with primary doctor referral required. As with many other industries, the hospital is actively recruiting new hires for all positions. A new Speech Pathologist has joined the Hospital with her location being on-site.
- e. **Carthage Central School:** J. Premo reported on a great start to the school year. Enrollment has been going up with over 3000 registered. The overall attitude is happiness to be back in school with much more relaxed covid restrictions. The Transportation Department was featured in an article on NNY360 bus rodeo spotlighting John Ashcraft, a 47-year employee. The Carthage School District is also hiring for positions, particularly in the transportation department. The school has brought on 37 new instructional staff members, and everyone is looking forward to extracurricular events taking place where the school and community can continue to build their connection.
- f. **Carthage Free Library:** R. Sligar reported the end of the Summer Reading Series. Prior to Covid, there would be an annual fundraiser around this time of year, however, there is still some residual hesitation on hosting that event.

Other - T. Lanier stated she has noticed other Chambers offering free educational opportunities to its members. As an additional benefit to memberships, she suggested investigating options to bring educational events to members. T. Scanlin voiced her agreement and mentioned the idea of 30–40-minute classes showcasing different educational areas. She also suggested a member survey of what different educational elements they would like to see offered. R. Sligar also agreed and stated it would be beneficial to add a survey onto renewal letters and the Elks would be a prime venue to host educational

events. T. Scanlin agreed with the idea of adding the survey to renewal letters and thought it would bring great value to members to be able to offer different subjects as well.

The next meeting is scheduled for October 12th | Noon | Village Board Room

There being no other business to come before the board R. Sligar made a motion to adjourn seconded by R. Kuklinca, all approved. The meeting was adjourned at 1:03 pm.

Respectfully Submitted,

Justina B Jarrard

Justina B. Jarrard
Executive Director