

HANCOCK AREA CHAMBER OF COMMERCE

MEETING Tuesday October 4th 2022

Carol Ann McGrath, Andrew Gross, Ashley Rossi, Richard Lowe, Carmella Seely, Mike Argiros, Dan Clark, Ken Salvestrini, Jim Serio, Laura McManus, Sheri

Resti Thomas., Bobbi Cicio, Vallessa Monk

1. Treasury Report
 - a. \$15,318.82 total in accounts
 - b. Grant money was used
 - c. Outstanding bill: St. Clair Graphics - \$1,075 for brochures - brochures opened during meeting and looks good
2. Approve September Minutes - motioned by Richard, seconded by Dan
3. Committee Updates:
 - a. Activities & Membership
 - i. Harvest Festival - Saturday only
 - ii. Small Business Saturday - any award companies local?
 - iii. Trivia Night November 12 - updated from Carmella, Ashley (Bold Gold)
 - iv. Christmas on the Square -need to form new committee + start planning
 1. Dan, Mike, Richard, Ashley, Andrew, Carmella on committee
 2. SFCU offered to help with gifts for kids
 3. Committee meeting set after events committee on 10/10
 - b. Finance & Fundraising - Budget Draft
 - i. The Finance Committee met 10/03/2022. In this Budget we propose that HACC continue in the direction of the past three years (2020 - 2022) with the core focus on promotion and advertising followed by Community events as Fundraisers and as Membership building.
 1. Allocating funds monthly for Website (including Social Media) Updates.
 2. A Spring Marketing & Promotion Blitz
 3. Increasing the Membership Rate to \$75 per year
 4. 2 Local Community Chamber Promotionals (Harvest Fest Participation & Christmas on the Square)
 5. 2 Community Social Events (Fundraising or Not) Bingo & Trivia Nights
 - ii. The proposed Budget assumes 100 paid members.
 - iii. The Events & Fundraising Committees will need to detail their plans and if the events will be revenue positive/neutral/negative

- iv. The Membership Committee will need to detail their goals & plans and we can adjust the 100 member number accordingly.
- c. Advertising and Promotions
 - i. Website + App (Carmella) - proposal to partner with Apptegy to build a new website, mobile app and potentially calls and texts unifying all Hancock organizations (village, town, chamber, partners, etc) - setting a meeting to dive deeper into details + invite stakeholders
 - ii. Update HPD address on brochure - update for next round
- d. Transportation
 - i. Dan attended the Delaware County micro-transit committee meeting on 9/27/22
 - ii. Via Mobility has been approved by Delaware County to do a feasibility transit study. Based on the video reviewed, it is Dan's professional opinion that the proposal does not benefit Hancock's needs. However, he feels that we still need a voice on the county level for equal representation.
 - iii. Dan sent an email to Ray Pucci, Delaware County Chamber President on 9/8 expressing his concern that other counties of similar population should be consulted to help the county process. This email did not sit well with some businesses because the process could become politically corrupt. Ray sent the email to the county and Via mobility.
- e. Nominating - Vallessa and Carmella meeting to go through board directors
- 4. 501c6 meaning + discussion - tabling until a chamber meeting about goals in January
- 5. Need Storage solution ASAP - 191 Storage on PA side 570-635-5888 -update from Vito?
 - a. Unit available soon - will keep us posted
- 6. Kiosk finished - no electricity for TV as of now - using additional billboards and posters - no bill from Bill Gross yet
- 7. Other Business
 - a. See visuals for Shop Local Merch (Tote Bags) requested by the last committee meeting. We can talk about SWAG Bag materials and general costs at the meeting.
 - i. meeting to discuss chamber merchandise at advertising and promotions committee
 - b. Hancock "County Drive Map Layout" Discussion for Town Square or Public Areas in Village or Town. Map adjusted to the Area placed.
 - c. I have updates on volunteers to decorate the Town Square from the Delaware Valley Jobs Corp Youth Program & Possibly HCEF
 - d. I have samples of Cost Effective Outdoor Wifi Weatherproof Holiday Lightshow to Consider for Town Square/Ice Rink and possibly consider use of Chamber Lights Grant (\$120 per 100feet) They can change to any color or style and can be

left up for multiple holidays year round if desired. HP will do a basic test run on October 20th for HCEF's "Lights On" event with sample lights.

- e. Plus Basic Shop Local & Holiday Banner/Street Flag Layout Ideas we are considering at HP for banners or street flags with upcoming grants...to match Shop Local theme
 - f. Hancock Weddings concept on website
8. Adjourn 7:07 motioned by Carmella, seconded by Vallessa