

HANCOCK AREA CHAMBER OF COMMERCE  
MEETING MINUTES Tuesday June 7th 2022

Attendees: Ashley Rossi, Sherri Resti, Jim Kilgore, Kristin Burden, Richard Lowe, Paul Siegler, Bill Gross, Carol McGrath, Bobbi Cicio,

Dan Clark, Vallessa Monk, Valerie Hunter, Laura McManus, Cindy Argiros

1. Treasury Report -
  - a. \$350 paid to Vallessa for planter material
2. Approve May Minutes - motion to approve by Bill, Dan and Kristin seconded
3. Committee Updates:
  - a. Activities & Membership - Kristin, Ashley, Bobbi met
    - i. Ask Paul Siegler to put Chamber merch out at the Farmers Market. Brochures, merchandise, etc. -
      1. information booth at Farmer's market? need volunteers - split shifts, giveaway 'shop local' reusable bags w/ samples or special offers from chamber members - Richard to find the most economical option for a stuffed bag. Pricing out at \$500 & \$1000 level
    - ii. Make a bulk purchase of product from the website to resell at farmers market, and other events. Merchandise can be used as fun giveaways etc. Will need to come up with an amount and get approval for spending, track inventory and sell for a profit.
    - iii. Brochures - Ashley to make some deliveries this weekend before memorial day weekend. New brochure date est June 15th.
    - iv. Compile a list of wedding venues and local services for weddings like caterers, food carts, photographers, accommodations, transportation, etc and post on the website.
      1. list of local chamber members - used to encourage other businesses in the area to join chamber - adding to agenda for next committee mtg June 13th 6 PM via zoom
  - b. Finance & Fundraising - no update
  - c. Advertising and Promotions
    - i. Summer Nights Live & events on website
    - ii. Local person has bought equipment for printing posters & vinyl - will keep us updated
    - iii. Ashley downloaded Facebook app - push for Facebook & Instagram equal posts
    - iv. Website is generating a lot of traffic
  - d. Transportation & Business Relations - meeting in May
    - i. Delaware County is spending \$50K on 4 month study - Delco needs to sign to proceed
    - ii. Concerns regarding Tioga County's transportation system

- iii. DOT has several rules & regulations for transportation system
  - iv. June meeting topic: discuss local transportation & business issues
  - v. Continuing to work with Catskill Explorer - Empire State Development (Southern Tier region) is interested & will be instrumental for expanding into southern tier & expediting process
- 4. Bill Gross - Moon Float
  - a. Hancock Fireman's Park to Buckingham Access (if water is high enough, otherwise start at shop)
  - b. July 16<sup>th</sup> Set up at 6 PM, registration open at 7- Cindy, Announcements at 8:15, Launch at 8:30, Wrap up around midnight
  - c. Budget \$500 - t-shirts, glow sticks decals, advertising in herald for 2 weeks
    - i. Ashley motioned, Carmella seconded - Bill to submit for reimbursement
  - d. Pre-registration on website, limit of 150 people - donation
  - e. We will need 1 person at "gate" with a chair and sign.
  - f. Pop up tent, 2 tables, 4 chairs, trash can and 4 people for registration. Seed money, headlamps to sell, also t-shirts. Maybe give away glow sticks? We will need a good LED lamp to see with as it will be dusk.
  - g. 4 vehicles with drivers to ferry people back from Buckingham.
  - h. Bullhorn to do Welcome/announcements &et. One kayaker/boater in front, one last to launch.
  - i. After launch, break down the tent, fold chairs and remove tables to Stockport Access.
  - j. Setup for halfway point. We will need some light snacks, water, et. Trash can, lights, music.
  - k. After break, take down tables, pick up food. These same people then go to Buckingham to light fire, set up lights, and music. 2 people need to do head count of returning paddlers. I was thinking of giving each boat one of the floatable key chains, numbered, that they would turn in at the end....thoughts?
  - l. set up a meeting to nail down logistics & volunteers - Richard, Andrew, Vallessa, Cindy, Ashley, Dan
- 5. Delaware Valley Garden Club - Chamber sponsor boxes
  - a. Thank you to Vallessa for beautifying the area with benches and planters.
  - b. HACC Grant from Delaware County with Garden Club - main st, front st, exits - \$2500 matching. Almost at matching threshold with village, partners, local business & garden club contributions. Funds were spent locally as well.
    - i. HACC to contribute \$250 for the beautification project. Cindy motioned, Dan seconded.
- 6. TACD Brochures/ Sponsorships

- a. HACC needs to raise \$3000 for matching by November - Ashley donating \$500 from her businesses.
    - i. Could utilize funds from Moon float as part of funds.
    - ii. 2023 reevaluate sponsorship levels
  - b. Focus on local distribution - remaining brochures left at Hancock Herald
- 7. Hancock Hounds - Art Walk Extension till end of June/Summer (need Business Input)
  - a. Art Walk was a success - businesses asked for an extension - need input from businesses about a comfortable extension - Richard can reprint posters without dates
- 8. Hancock Historical Society
  - a. needs help & support to save their 501c3 - They would like to turn Artwalk into a Historical Walking tour in August-October and sell reprints of their Centennial Booklet at Harvest Fest and Merch of old Kandyland logos and old businesses from the past along with reprints of famous Postcards.
- 9. Hancock Partners:
  - a. Summer Nights Live
  - b. Christmas in July - Movie Nights with Farmer's Market for the Winter Rink Fundraiser
  - c. want to include more food festival vendors and food trucks for Summer Nights Live and we need help
- 10. HancockCapitolTheatre.com - 2022 Summer Stage (June-Sept)
  - a. From Richard: We need help promoting Summer Stage 2022 & SNL events, new flats screens going in at Theatre and HP for the Digital Billboards. All bunting and flower boxes are in so far, and we need help from the Chamber to promote doing more, as this pushes great PR for the town that will generate hundreds of tourists each month. We want the businesses to capitalize on foot traffic.
  - b. Repainting outside, stage back to original form, new ramps
  - c. Tickets for \$40 - pricing set to cover overhead, local entities - goal is to use the space next year for local events - \$5 parking goes to Hancock Fire Dept, who will be parking cars
- 11. Upper Delaware Scenic Byway
  - a. Richard needs town support to finish byway miles and to join formally. This will help to receive money from Sullivan County, and launch Bethel on the Byway to drive traffic here from Port Jervis to Hancock
  - b. Richard has placemats with map of the byway.
- 12. Other Business
  - a. Look into having a chamber office space / visitor center - conversation for winter
  - b. Community Foundation - investment opportunity &
- 13. Adjourn 7:30 PM
  - a. motioned by Ashley, seconded by Carmella