

Kilmarnock Chamber of Commerce
BOARD OF DIRECTORS
November 3, 2009
Bank of Lancaster-Northside Branch

Present: Fred Burke, Carroll Ashburn, Stan James, Brenda Shirah, Suzanne Keyser, Susan Cockrell
Hilton Snowdon, Kathy Bergeron, Jamie Alga, David Nichols, Kathy Lukaszewicz
Absent: William Smith
Guests: Brian McArdle, Lynn McArdle

Fred called the meeting to order. The minutes from the meeting of October 6, 2009 were approved. The Treasurer's Report showed a balance of \$8,033.85 as of 10/31/09. This total included totals from First Fridays and The Farmer's Market. The report was approved. There was discussion on the fact that the financials did not show any expenses for the year for the program to Welcome New Businesses. Kathy B. was supposed to be heading this up. Kathy indicated that she had not sent any plants to the businesses as nothing had been approved in the budget for this program. A motion was made and approved to allocate \$200.00 to this program. It was discussed that it would probably be best at this point in the year that instead of a Welcome card to some of the older businesses to send a card with the plant saying Congratulations on your first year in business.

Committee Reports

Farmer's Market

Brian reported that the last market was a success with the Classis Cars, the Bay Tones and the start of the Poker Run. The Ride for the Red for the American Heart Association brought in over \$700.00. There was approval to promote this event with the Market. It was suggested that perhaps a framed certificate be given to The Open Road Band with Charlie Lassiter for their support. There was also discussion to keep the wine festival with the market until it grows into its own event. It also might be possible to bring back the merchants promotion in August with Dog Days. Brian reported that the balance was \$1,466.50 and he still has to be repaid \$250.00 from the town for the security deposit. Also some expenses this year are a one time charge for banners, etc. He will transfer all funds with the exception of \$100.00 over to the general funds account.

First Friday Walkabout

Hilton reported that they show approximately \$1,975.00 in the account, some expenses have been paid out of the Chamber account. Lynn will do a report to show the net.

Website Update

The TLC website should have a draft by the end of the week. They are hoping to be live around Thanksgiving. The brochure is done and they will be going before the Industrial Development Authority for approval before going to press. Susan reported that Media General that owns the Times Dispatch is doing an insert Christmas week on Travel Destinations and a piece on Lancaster County. The circulation is about 350,000. A one page ad is \$1,700.00, and this will be a good opportunity to promote the TLCva.com website. There is funding left from TLC to cover the ad. TLC also did an ad in the Lancaster Chamber directory.

Christmas Parade

The Christmas Parade will be held on December 11, 2009. The theme is Twas the Night Before Christmas. Currently there are about 20 entries. There was discussion of the Silent Auction. So far there has been responses from 18 merchants willing to participate. Hilton indicated that First Friday would be willing to put \$500 to \$600 into an advertising campaign. There will also be help from the paper and radio station. It was approved that the Chamber contribute \$400.00 towards the campaign. It was decided to start the bidding on

November 12th and to end on December 12th. Winners would be announced on Monday December 14th and would have a week to pick up and pay for their prize with cash or a check made payable to the Chamber. Advertising will consist of ads in the paper to shop local and also will try to do interviews with both stations 101.7 and 104.9.

Kandy for Kids

The Kilmarnock Kandy for Kids, which was held on Friday October 30th was a success. Some advertising was done this year, a magician performed and we bought the Great Pumpkin. Cost of the event was between \$300.00 and \$400.00.

Other Items for Discussion

-Susan informed members that the Town would be doing a ceremony for a Town Lighting in front of the Palmer Building on Tuesday November 24th.

-Fred informed the Board that he had been approached by Bill Warren about the Chamber endorsing a project that is being done by a private foundation. This project will construct housing units for young professionals especially teachers and health care workers who have trouble finding affordable housing when they accept jobs in the area. The project will be by St. Andrews and the units will rent at fair market value. The project is going before the Town Planning Commission in November. It was approved that Fred sign the letter to endorse the project.

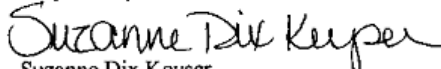
-There is another meeting scheduled for discussing the merger of the Lancaster County Chamber and the Kilmarnock Chamber on Thursday from noon to 2 p.m. Fred expressed concern of some events that the Chamber does not getting funded if they aren't making money. There was discussion that the group know that even if these events don't make money that they do promote the town and have benefits after the events.

-Brenda expressed concern for the Salvation program that is obligated to take 100 children in the Northern Neck and doesn't appear to be getting many resources this year. She also does the Angel Tree for kids and asked that if the Chamber did anything to promote contributions this year that they remember these two outreach programs.

The meeting was adjourned.

The next meeting of the Chamber is scheduled for December 3, 2009.

Respectfully submitted:


Suzanne Dix Keyser
Recording Secretary