**Candor Chamber of Commerce**

**Annual & Monthly Meeting Minutes**

**1/10/2022**

**7:00pm**

**IN ATTENDANCE VIA ZOOM:**

Terri Rennells

Cheryl Berg

Dick Zavatto

Dave Astorina

Suzanne Johnson

Jessica Spaccio

Maria Cole

Linda Cole

Rita Kellogg

John Tufarella

Lisa Rose

**AGENDA**

* December Meeting Minutes Approved
* Finance Review
* Membership Drive
* Daffodil Festival
* Postcard Mailing Update
* Create Committees
* Website Updated
* Announce/Approve New Members – per bylaws
* Brainstorm Ideas

RITA calls meeting to order at 7:10pm

RITA: All approve December meeting minutes?

ALL: Yes, many approved via email

FINCANCE REVIEW: JESSICA

* Chamber Account= $4788.64 – Paid bills listed, received membership dues.
* Daffodil Account= $4562.15 – Beginning to receive sponsor donations and event fees.
* EMS Account= $0 – Account closed – all monies donated to EMS $6504.03

MEMBERSHIP DRIVE: RITA

* I’d like 2 directors, Cheryl and John to do a membership drive at the end of January, beginning of February, to all businesses in Candor not yet signed up. Call past members and mail new - an application with letter and postcard to the businesses.

CHERYL: I can do, but I will be away for part of February.

JOHN: I can help with that.

SUZANNE: You can use the business list that Dick generated last year to get businesses that have not (or ever) signed up.

DAFFODIL FESTIVAL: MARIA

* So far we have 25 vendors, 2 food trucks, 2 wineries and potentially a cheese bus from Horseheads. We are on track.
* Past participants have until March 1st to sign up before we open it to the public.

POSTCARDS: SUZANNE

* Postcards will need to be filled out manually and stamped. Can we divide the cards to share this task?
* We will still do this one route at a time. There are 4 routes total.

JOHN: I have a friend that should be able to print labels for us.

Terri, Cheryl & Jessica can help label

COMMITTEES: RITA

* I would like a Hospitality Committee to welcome new businesses and residents.
* I would like Linda Cole to head this committee and create a bag to share in person.

LINDA: I will do this.

* Next Committee – Events & Programs. I think this should be Maria, David, Dick and Jessica.
* Finance Committee – Jessica and Lisa Rose
* Marketing (media and PR) – Cheryl, John and Suzanne

All agree to new committees!

WEBSITE UPDATE: RITA

* I would love to update the website. I would like more vibrant colors and photos.

SUZANNE: I would love to see an updated layout as well. It can all be done in the Wordpress program.

JOHN: I have a friend that may be available to help update it (if Nancy isn’t interested).

DAVE: Let’s check with Nancy to see if she is interested in continuing this work. She has done a great job.

ALL AGREE!

BRAINSTORM/NEW IDEAS:

Artist & Writer Festival

RITA: I would like to see an Art and writers show with the high school students at the high school.

DAVE: A Candor Arts Festival sounds like a great idea, indoor space for more than a few days with wine, food, music.

Ideas of locations: Pavilion, Barn, downtown?

MARIA: Turkey Trot Acres would be a great venue.

Details of artist set-up shared…

Date ideas – Late July, early August

JESSICA: How do we make it valuable to chamber business members?

LINDA: We can have local vendors as well.

MARIA: Participants would pay as well as admission fee.

JOHN: We could get a larger artist to help draw more people.

Workshops for Businesses

SUZANNE: We could offer 2-hour workshops for chamber member businesses on marketing, social media, website updating, etc. at the pavilion, and offer food & drink.

DAVE: We could do what we did in Ithaca, a business shares about what they do and then networking between all the businesses and how they can help/support each other.

HIGHLIGHT A BUSINESS OF THE MONTH

SUZANNE: This seems like a simple, yet helpful way to support a business each month.

* In newsletter twice that month
* Photo shoot
* More online marketing
* Join meeting that month

DAVE:

We need to participate in the village/town meetings to push for changes downtown. Request signage for ‘commercial district’ on 96b to direct people to main street. Larger vision stuff for Candor.

RITA: Chamber needs a physical location. A place to meet and store supplies, name on the door.

General Ideas shared of locations

JESSICA: When should we schedule our next Daffodil Festival meeting?

MARIA: Our next chamber meeting is on Valentines, then it’s Presidents Day. Let’s move it to 2/21.

JESSICA: How about 2/7 for Daff Fest?

All agreed!

RITA: Any more topics, questions?

Meeting adjourned (8:38pm)

**NEXT SPECIAL MEETING**

**DAFFODIL FESTIVAL**

**February 7th**

**7:00pm on Zoom**

NEXT MONTHLY

CHAMBER MEETING

Monday February 21st

7:00pm on Zoom