

Board of Directors Meeting  
Jan 15, 2015

Present: Patty Paprocki, Deb Brown, Alice Bill, Jim Hopkins, Paige Humbert, Sandy Hamilton, Jennie Sedore, Mary Jane Mumby

Reviewed survey results:

- Total of 16% responses returned
- It was noted that some members might not have responded since they feel everything is OK and no changes are needed.
- Many responded they wanted the meetings rotated as to times, eblast will be sent to clarify what times are most favorable, and will ask for a response even member has no preference.
- Most felt it was a good idea to do programs on marketing, social media etc. so we will include in this year's schedule.
- Events with other chambers will be included in this year's events. Open invitation will be sent to all chambers, as well as local organizations, for all our meetings once schedule is firmed up.
- Members who expressed interest in serving on committees will be contacted.

Update on 501c6 process to considered "Non Profit"

- The Main Street grant money showing on our books put us in a higher bracket and so the fee will be \$850 plus \$50 for Cole Tax Services. We will not have taxes to pay but filing fee is necessary.
- Once this is accepted we will be in better position to apply for grants.

Budget reviewed for 2015

- The 2014 expenditures show a large amount paid out in supplementing dinners
- The 2015 budget curtails that amount and a guidelines for meetings was agreed upon
  - o Chairperson to confirm place and determine needs of speakers for equipment and make arrangements for same.
  - o Contact speakers and confirm date and time and equipment needed
  - o Speakers should be told to tailor their talk to a 20 to 30 time frame with guidance from Chamber as to topic/objectives
  - o Call in attendees numbers to the place per timeframe determined by place/host
  - o Ensure if food is served we charge to cover all expenses or specify cost of meal not included
    - ✍ Make sure tax and tip are included in total cost
  - o Introduce speaker the night of the meeting.
- We have many brochures left so they will not be needed this year
- Scholarships will be given for only the amount raised by the raffle with no additional funds from the Chamber
  - o Ways to increase sale of raffle tickets will be done at future meeting; Paige will have donation letters ready by end of Feb.
- Money slotted for mural will remain at \$500.00, but money to fireworks will be lowered to \$200 and to \$100 for Santa in the Park.

Calendar for 2015 was discussed (see attached)

Confirmation needed for events by Jan 31 so schedule may be published

Collaboration with Williamson and Ontario Chambers

- Patty has been meeting with respective Presidents
- April 30<sup>th</sup> will be a tour of Ginna Power plant
  - o Limited number will be allowed so only 8 from our Chamber
  - o Process is in place for security reasons; attendees must fill out form and provide social security number etc.
  - o Will be on a first come first serve basis; Patty to forward forms
- Harvest Dinner will be held on Oct 1 at Williamson BOCES and other Chambers
  - o Additional help in coordinating will be needed
  - o Price to be determined

Board Committee Chairpersons

- Harvest Fest: Jim Hopkins and Michele Kerr
- Scholarship Raffle: Paige Humbert and Deb Brown
- Finance: Jim Hopkins, Paige Humbert, Jennie Sedore, Mary Piekunka
- Sale Around the Point: Alice Bill, Sandy Hamilton
- Public Relations/Media: Mary Jane Mumby, Patty Paprocki, JR Ruiz, with Alexa Castle consulting
- Citizen of the Year Banquet: Alice Bill, Mary Jane Mumby, Sandy Hamilton
- Mural Project: Patty Paprocki, Jim Hopkins, Sandy Hamilton, Bruce Farrington, Mary Ann Riker, Mary Jane Mumby, Steve Heald
- Partnership with school: Deb Brown and Patty Paprocki

## Sodus Chamber of Commerce Meeting Feb. 5, 2015

Secretary Report accepted

Treasurer Report – motion made and passed to accept

Suggestion made to move the allotted \$500 to the mural fund now

Calendar for 2015 completed by Board of Directors

Hard copy to be mailed to all members before March meeting

Tour of Ginna Power Plant is only for Chamber members

Only 8 each from each of the Sodus, Williamson, and Ontario Chambers

Next meeting will be 3/5 at the Board of Education room at 6 pm

Light refreshments will be available

Community Partnerships between school and Sodus Business will be discussed

Proposed Budget was reviewed

More new members are needed to help with bottom line needs

Mural Project

Need to do more presentations and raise remaining needed funds.

Currently have \$1196.45 plus \$500 coming from Chamber

Total of \$4800.00 needed to complete mural

Next mural meeting is 3/16 at Methodist Church

Harvest Fest

Set for 9/26 on Main St in Village

Next meeting is 2/16 at Wallington Fire Hall

Citizen of the Year Banquet

Set for 4/17 at Dockers at 6 pm

Advanced sale tickets only \$25.00 per person

available at Fox Law office or Mary Jane Mumby

Dinner selection of Prime Rib, Stuffed Chicken Breast, or Haddock Casino

Ads in the papers will be week of 2/23 and 3/2 for nominations

with a deadline of 3/13

winner picked week of 3/16

Ads with winner names run weeks of 3/23 and 3/30

deadline for dinner tickets 4/10

Scholarship raffle

Paige has mailed out donation letters

Items will be on display at Sodus Reliant until banquet

Items should be clearly marked who from for marketing purposes

Gift cards always a good choice or a basket with related business items.

Raffle tickets will be mailed to all members

Asking that \$20 be bought or sold by all members

Money and stubs may be left with Paige at Reliant

School PBIS program

J Stockton-Kobos did not make meeting so Patty explained that the “bus race” was on paper and the school was asking for donations for the kids and the bus drivers who did a good job and earned the points needed to move forward on the map in the lobby. This is a good marketing place for members to put items with their information on it.

*Next meeting is set for March 5, 2015 starting at 6 pm in the Board of Education board room on Robinson Rd (District Office). Light refreshments will be served. Topic will be community partnerships between school and local businesses. We will need to know if you're coming for food and seating arrangements. Email chamber14551@yahoo.com or call chamber at 315-576-3818*

Sodus Chamber of Commerce  
March 5, 2015 Minutes

See attached for attendance

Secretary report accepted

Treasurer report given by Patty Paprocki

\$2332.42 in checking

\$1690.03 in Mural account

\$500 was transferred from Chamber to Mural per past motion

Update on 501c6 (federal status)

- Patty Paprocki has been in contact with Cole Business Management for the rest of the required paperwork
  - o This will help us with future grant applications
- We have to file taxes but probably won't have to pay anything

Mural Update

- Presentations to the Lioness on 3/10 and Sodus Garden Club on 3/18
- Jim went to Capt Jacks for ongoing presentations but weather was bad and not many customers were there
  - o May try again in better weather.
- Suggestion made to have picture board at Citizen of Year Banquet
- Suggestion made to have a float in the Williamson Apple Blossom Parade

Harvest Fest

- Next meeting 3/13 at the library
- Michele goal is 75 vendors with 12 x 12 spots
  - o She and Chris Hopkins to mark off and put pumpkin marker so vendors can find spots easier.
- 5K race may have a change of course but still be a sanctioned race
  - o Winners will be announced at Harvest Fest/Big Dog spot
- List of upcoming events to be compiled and volunteers will be needed to go and hand out vendor applications for a face to face invitation.

Citizen of the Year Banquet

- To be held 4/17 at Dockers advanced sale reservations only, \$25 per person
- Tickets from Mary Jane Mumby or Fox Law office
  - o Selections are: Prime Rib, Stuffed Chicken Breast, Casino Haddock
- Selection to be made week of 3/16 and announced week of 3/23

Scholarship Raffle

- Paige Humbert has set goal of \$1000
- Raffle tickets have been mailed to members
- Items still wanted for raffle, Patty or Paige will be pick up if needed
  - o Items should be marked with name and marketing materials
  - o Items will be displayed at Reliant until banquet

Misc

- Presbyterian mystery theater at Jack's on 3/21
- No meeting in April due to Citizen of Year Banquet

- Tour of Ginna Power Plant with Ontario and Williamson Chambers 4/30
  - o Limited to 8. Chamber members only, Patty to start wait list

Speakers for the evening were not in attendance but we held a round table discussion on how the community and the school should/could partner.

- Reliant had an intern and was very happy with him
- Last year Michele had a difficult time getting students to help with Harvest Fest
- Deb Brown gave a brief overview of what students have to do
  - o In service days for students who do things in and out of school that day
    - ✍ Nursing home visits
    - ✍ Letters to the soldiers
    - ✍ Work at various projects at churches etc
  - o They have to write essay on experience
  - o Requirement for graduation
- Suggestion was made to have a “Volunteer Day” at school hosted by Chamber
  - o Bring in various business and organizations
  - o Students could spend a few minutes with each
  - o This would be mandatory, students would not be given a choice about attending
- Written expectations should be given to students any time they volunteer
  - o Dress code, cell phone use, hours to be there, contact name, etc

-----No meeting held in April due to Citizen of the Year Banquet-----



Sodus Chamber of Commerce  
May 7, 2015

Present: see attached

Secretary report accepted

Treasurer report:     \$2660.12 in mural fund  
                              \$213 in DMA  
                              \$32798.84 in checking

Old Business:

501c6 status is completed

Back taxes will have to be filed but no money due on them

Mural Project

Plans underway for painting, mounting and dedication

Dedication set for 8/9/15 on corner of Main and Maple

More public presentations will be done to raise remaining needed funds. \$500 has been pledged by Reliant Credit Union

Waiting to hear back from school if students will be doing essays.

Harvest Fest

Donation letters being sent out next week

Scholarships

Monies left over will be put toward next year's scholarships.

Citizen of Year Banquet

Was very well received, thank you sent to Dockers and your Perfect Day for food and desserts.

Sale Around the Point

Felt that we should wait until next summer and plan on doing just the Sodus Village.

Ginna Power Plant was big success, Sodus had best showing of all three Chambers.

## New Business

Marty Cox reviewed the upcoming school budget

New approach is to get more people from the school involved in the whole budget process, a finance committee was formed to review proposed budget before it was presented the Board of Education.

Less money was used from the reserved fund than the previous year.

There will be only a 2% increase in local school taxes

The Capital improvements voted on last year have started with the bidding process.

Wayne County Business Council will hold a BAH at Capt Jacks on 6/2, Board members are also invited and Patty will be there to represent our chamber.

Next Chamber meeting: June 4 at 6:00 pm

It is tour of DeBadts controlled atmosphere building on Lake Rd.

Price and menu to be determined, but sign up is necessary by 6/2

Guest speaker: Alexia Castle

(Her notes attached)

Promoting Your Business Via Social Media

For questions and assistance contact Alexa Castle: [alexa@alexacastle.com](mailto:alexa@alexacastle.com).

*It's Not Easy - Maintaining your online presence takes time.*

**Facebook:**

(Technically) can delete inappropriate comments but better to HIDE (becomes invisible to all but the sender and friends).

If you do delete – be prepared to publicly explain reasons for deletion – especially when asked. Good idea to post your Social Media policy on – “About” page of your FB account – especially policies for deleting comments. I.e.: explain that comments containing vulgar, etc. will be deleted.

BOOSTS: usually only 1-5% of your followers will see your post – boosting lets you get more value/visibility for your post (a paid option) - gets your post in front of more people – good idea to only boost posts that prove to do well as an organic post.

LIKES: Today FB only shows you likes when you are friends with both parties. (Increasingly FB solicits payment for visibility for businesses.)

1) Respond to any comments on your wall. 2) Post a status message daily or weekly, something engaging or interesting. 3) Comment on a few people's status messages or updates. 4) If you belong to groups or fan pages, leave a new comment or two.

**Twitter:**

#anything is like a campaign – what #campaign can your business embrace?

I.e.: #rfstyle (or any word or phrase) Using # will make your posts including your #keywords accessible via twitter's search interface. Don't overuse – no more than two # per post is a good standard to abide by.

CAN'T delete other people's comments – only your own stuff...

Use TweetDeck to schedule your tweets (don't post all your tweets for the day/week at once).

If you don't begin your response to a tweet with the person's twitter handle, only the person will see your message – if you include it at the end it becomes public\everyone sees it.

1) Look at who recently followed you and “follow back”. 2) Look at the latest tweets from people following you. Reply to a few things as you see fit. Find a few things worth retweeting in your general feed and share. 3) Look at trending tweets and use to your advantage if applicable and relevant.

**Reviews:**

**Yelp** (has become the largest and best source for online reviews) and **TripAdvisor** (World's Largest Travel Site)

Respond to/check reviews regularly – both good and bad. Can not DELETE reviews but these sites will delete for you upon request if warranted.

**Photo Sharing Sites:**

**Pinterest** (to find (and save!) all the things that inspire you... and **Instagram** (a fast, beautiful and fun way to share your life with friends and family). Both enable users to take and share them on a variety of social networking platforms.

**Blogs:**

The three most popular and wide reaching platforms are Tumblr, Blogger and Wordpress.

**Tumblr** (made it really, really simple for people to make a blog and put whatever they want on it – create, find and follow what you love - quick, community-driven posts usually lined with images – a younger audience - Tumblr's biggest asset is undoubtedly the community of users that share content with one another).

**Blogger** (Google's solution – one of the top 100 websites in the world - easy-to-use - a happy medium between Tumblr and WordPress — not too sparse but not too loaded, either).

**Wordpress** (WordPress is best suited for professional users who want to outfit their blog with upgrades and plugins. *Best for*: Building a site from the ground up, turning a blogging hobby into an eCommerce site, and those looking for robust customization via widgets and plugins.)

All allow set up for custom domains ie example.blogspot.com. All are free.

### **In General:**

**Hootsuite:** The best way to manage Social. Manage social networks, schedule messages, engage your audiences, and measure ROI right from the dashboard. Aggregates all Twitter comments including your company name – not just those referencing your handle (@companyname).

### **Posting – Best Practices:**

conduct one-on-one customer service  
announce what's new  
ask opinions, questions  
educate project your voice/values  
review and promote others  
post photos  
link to other web initiatives

study blogs (and other SM initiatives of other companies you want to emulate)  
define your goals - relationships, leads, sales, awareness, service?  
join groups before you consider starting any - participate.  
define your company "voice"

find contributors (bloggers and subject matter experts) to represent your voice and open up  
Above All Else, Be Human.  
Direct people to use email instead of Social Media – for sensitive information – Good idea to set up email account just for Social Media – and use o direct negative stuff offline.

Anything you do on your blog should also be done on FB and Twitter too...vice versa. And always wise to include relevant links back to your website.

Customers need to feel validated (and world wants to see that too). Always follow up publicly when a resolution is reached offline.

Frequency – When have something of value to say... or 1x week for small business – 3 tweet/week for twitter. Ie: R&F recently went from posting 2xdaily to 9xweek.

Re: user generated content: always get permission! Trend / good strategy today especially with the goal of building engagement in mind...

Delete vulgar, incriminating, harassment, etc. w/o apology.

Provide a quick response to comments – within 1 hr during business hours (big business). And behave in synch with basic customer Service best practices.

Never delete negative comments – unless inappropriate (swearing, calling out names, harassing).

Not good to ever ignore any question.

----- No regular meeting for June, 2015 as it was a tour of DeBadts cold storage -----

----- No meeting was schedule for July 2015 -----

Board of Directors Meeting, July 30, 2015

Present: Michele Kerr, Jim Hopkins, Patty Paprocki, Jennie Sedore, Sandi Hamilton, Mary Jane Mumby

Reviewed budget:

Currently have approximately \$2054 (not counting Mural money)

Upcoming expensive will be about \$700

Alexa for web site (no invoice has been received)

Wallington Fireworks (usually \$300)

Santa in the Park (usually \$100)

Insurance

Meet and Greet ads

Old Fashioned Picnic for August Meeting is set for Sodus Point Lighthouse

Alice Bill in charge and will find alternate place in case of bad weather

September meeting will be at Katlynn Marina with Dish It Out providing food

Will keep price under \$10.00 since members will be paying

October no regular meeting

Meet and Greet the Candidates on Oct 18, 2 pm at Wallington Fire Hall

For candidates running in Wayne County

Mary Jane to contact Board of Elections and send invitations

Coffee and cookies to be provided by Chamber

November meeting is Annual meeting and elections

Held at Jack's and will order off menu

Jim to ensure we have back room for privacy

Elections for President, Treasurer and one Director

Denise Lennox, Donna McAdoo and Jennie Sedore on Nomination

Committee

December meeting is being set up by Alice Bill

Harvest Fest

Have about \$400

Booth will need volunteers – eblast to be sent asking for help

Carving contest – update flyer and send to school

Ask Reliant for prizes

Giant Pumpkin contest – eblast already done in spring

Mary Jane to order 3 trophies

Considering doing sidewalk chalk for kids along Maple Ave

We have plenty of ribbons to give kids

Patty putting together a basket of goodies to be raffled that day

\$1.00 per ticket with proceeds for Harvest Fest

Decided to order 1000 cozies with Chamber logo to be given out as a way to monitor headcount – cost about \$220.

Chamber to pay for them, Mary Jane will order

Chamber meeting 8/6/2015

Old fashioned picnic and business after hours at Sodus Point Lighthouse.

See attached attendance sheet (total of 30 people)

President Patty Paprocki asked each person to introduce themselves and tell a little about their business or organization. Some new faces were:

Dr Lucas VanAcker, Apple Country Chiropractic, specializing in sports medicine

SFC John Lenz and Capt Joe Geiger, United States Army

Bruce and Lynn Feldbauer, Sodus Point summer residents

Jim and Mary Quinn, Sodus Point residents

Tim and Alisa Maxam, Ontario Shores Marine Towing

Dr Dana DeLancey, Back to Health Chiropractic and Wellness

Kathy Miner and Denise Lennox, Studio D

Elaine and Dennis Allis, moving to Sodus Point from Hilton

Covered a few subjects briefly

Mural dedication set for Sunday, Aug 9 at 2 pm

Harvest Fest – approximately 45 vendors to date

Meet and Greet set for October

Next meeting will be on 9/3 at 6 pm at Katlynn Marina. Food by Dish It Out for \$10.00 per person.



Chamber Minutes, September 2, 2015  
Held at Katlynn Marina, Sodus Point, NY

Present: see attached

Secretary report passed around, no additions or corrections

Treasurer report: \$213 in Savings, \$954 in checking

Mural:

Mural fund has \$3228.70. A total of \$5054 was raised through donations, expenses were \$2653. The budget called for approximately \$2000 for paints and additional expense for protective coatings. These were donated by Golden Paints so mural fund now has \$3228 which will continue to be kept separate and used for frame work and ongoing maintenance.

The Mural is to be installed on north side of old Trolley barn (Laundry Junction) on Ridge Road. Jim Hopkins and Gary Zeger will start the installation on 9/7. Owner David White has been more than cooperative, and there is added bonus of a light directly over the mural.

Harvest Fest:

We have 57 vendors to date. Wagon drivers are all set but volunteers are needed to ride the wagon. Patty sent signup sheet around and Mary Jane to eblast for help. Volunteers will also be needed in the chamber tent and signup sheet and eblast will be done also. Next meeting will be 9/9 at 6 at Wallington Fire Hall.

Meet and Greet:

Mary Jane has contacted the Board of Elections and as soon as the primaries are done letters will be sent to all on the ballot explaining the guidelines. Wallington Fire Hall is booked for Sunday, Oct 18<sup>th</sup> at 2:00. Coffee and cookies will be the refreshments.

No regular meeting is scheduled for Oct. Harvest Dinner with other Chambers had to be cancelled.

Annual meeting and election of officers on Nov. 5 at Jack's in Sodus Point, order off the menu.

Denise Lennox and Donna McAdoo are the nomination committee.

Tour of Marina by Dave Parks followed the meeting.

----- No meeting was schedule for October 2015 -----

Sodus Chamber of Commerce Minutes  
November 5, 2015

Present: Korleen Somerville, Sandi Hamilton, Jane Hopkins, Jim Hopkins, Chris Hopkins, Mary Ann Riker, Mary Piekunka, John Addyman, Wilma Young, Jennie Sedore, Patty Paprocki, Mary Jane Mumby, Beth Ares, Paige Humbert, Ron Bill, Alice Bill

Pledge of Alliance led by Patty Paprocki

Secretary report passed around and accepted

Treasurer report: \$85 in DMA and \$335 in checking  
All bills for 2015 are paid  
\$2405.14 in mural fund

Annual Report given by President Patty Paprocki (hardcopy attached)

Harvest Fest has \$1298 in account now

- Had total of 72 vendors, most ever for this event
- Handed out over 900 cozies, need to have chamber tent on each side of street to make sure all get counted
- 28 vendors have already paid for 2016
- Largest pumpkins weighed in at 882 and 832 pounds

Membership dues have remained at these levels for many years

BOD will discuss

Recommendations to membership in March 2016

Membership advantages/perks

- Do membership drive with eblast advantages
- Liberty Mutual Insurance has benefits for members and their employees, Giuseppe Spano will be contacting members with more information
- A Gentle Breeze Therapeutic Massage – Dec, Jan. & Feb. will give all businesses members a 10% discount on 1-1 1/2 hour sessions and all products sold. Offer is good for 12/2015-2/28/2015
- More members will be contacted to see if they want to offer benefits/discounts

Santa in the Park – November 27<sup>th</sup> at 6:00 pm in Sodus Village Park

- Santa and Mrs. Claus will hand out bags with crayons and teddy bears
  - Already voted to donate \$100
  - Hot chocolate and cookies will be available
- Anyone wishing to make/donate should contact Birdies Café

Community Christmas Party – Dec 3<sup>rd</sup>, 5:00 pm at Sodus Library

- Alice Bill has made arrangements with Pop's House for hot and cold munchies, \$10 per person; we will provide a punch and drinks
- Games and door prizes but no gift exchange

Wallington Fire Dept Holiday Fireworks – Dec 13, 6:00 pm sharp  
 Already voted to donate \$200

American Diabetes Tour de Cure will be stopping at Wallington Fire Hall on June 11, 2016. We will host event and have displays of the area along with business cards with our website information.

#### Elections of Officers

- Nomination committee headed by Denise Lennox proposed:
  - President    Jim Hopkins
  - Treasurer    Patty Paprocki
  - Directors    Jennie Sedore and Debbie Brown
- No nominations from the floor, motion made and passed to have secretary cast one ballot for all.

Mary Piekunka suggested the Chamber sell postcard of Sodus

- Use mural was one suggestion
- Can't sell at Sodus Point Information booth
- Maybe just give away
- Patty to check to see if we can sell, also sales tax issue

----- 12-3-15 Sodus Chamber -----

No regular meeting, just Christmas party held at Sodus Library