

Jamestown Chamber of Commerce
Minutes of Board of Directors Meeting
Thursday, February 2, 2017
5:30pm
Bridges Conference Room

Present: Mark Swistak, Jr., Ben Thomas, Monique Paquin, Marilyn Munger, Cathleen Studley, Jeff Bush, and Peggy Kopelcheck.

1. **Call to Order:** Marilyn Munger called the meeting to order at 5:31pm

2. **Guests:**

a. Lisa Bryer, Town Planner, presented the ongoing Sustainability Jamestown Plan and requested Chamber support and participation regarding economical development and maintenance in Jamestown. See attachments at end of minutes for information on Open House and Public Forum in February events. This is Phase 1 of getting the Town's input and opinions.

- Members discussed after Lisa left and decided this was a great opportunity for Members to voice their opinions about doing business in Jamestown. What they feel we can do. Decided to share on Facebook and have previously emailed Members

b. Robert Berczuk, Jamestown Press, presented options/costs/timeline for upcoming marketing projects re: Homeowner/Visitor Welcome Guide & Maps. Showed options and ideas for a potential Visitor Guide for all things Jamestown. See attached info at end of Minutes. Would need go ahead by end of February to have ready for May 1st. Gave ideas for maps as well. For both, Press could help with ads and layout, but with our guidelines for what's in it. Chamber could subsidize members for their ads.

- Members discussed both options after he left. Discussed benefits of both. Maps were decided to be a more pressing need at this time. Jeff made motion to have Monique ask Robert to get a quote for 10,000 maps (roughly 2 years worth), the larger size, with removal of streets, large map on one side, and large town area on the other. More room for ads. Mark 2nd'd, all were in favor.

3. **Minutes of December Meeting:** previously emailed [*No Meeting/Minutes from January 2017*]

Jeff made motion to accept December Minutes. Marilyn 2nd'd, all were in favor of accepting.

4. **Treasurer's Report:** Cathleen presented reports. General Account has \$27,441.27. Chamber Check Account has \$7,625.80. She also presented Income/Expense statements for 2015 and 2016. Showed a positive difference of \$4,631.13 from 2015 to 2016. 2015 was a loss of \$815.36 and 2016 we showed profit of \$38,15.77.

- a) Jeff made a motion to submit the profit and loss statement to our accountant so she can prepare our taxes for 2016. Mark 2nd, all were in favor.

5. Executive Directors Report:

- a. Monique reported that she has been working with Todd Hampson on updating the membership directory of the website.
- b. Been speaking with Robert at the Press in regards to maps and guides.
- c. Sent out 6 New Homeowner postcards.
- d. Mailed the IRS with the 1099 forms for Executive Director wages.

6. Old & New Business/Committee Reports:

i. Events: [Committee: Mark, Ben, Kristine, Petra, Peggy & Maria]

1. Winter Breakfast Series – Discussion re: options for upcoming months
 - a. Discussion that it was a great event. Talk was very well received, and presentation was effective and helpful. Bay Voyage also a great venue.
2. Annual Meeting - Discussion/Decision re: Venue Availability; Dates/Time; Food/Entertainment
 - a. Committee suggested going back to Newport Grand for the event again this year. Suggested not doing a comedian, but doing it on a night where there is Karaoke in the bar area for after. Saves money and fun. Looking at March 15th from 5:30-8pm for the dinner and meeting, then moving to Karaoke.
 - b. Going to have sit down dinner with Cod and hopefully Corned Beef, Happy Hour in separate area, with round tables.
 - c. Mark motioned to ask Newport Grand for date and pricing. Jeff 2nd, all were in favor.
3. 2017 Night At/Fundraising Options – Continued Discussion/Decisions re: Date; Venue/Food; Date/Time; Entertainment; Etc.
 - a. Ben stated the Events Committee suggestion of not doing the normal Night At party. In lieu, made a recommendation that we have 2 (or more) events instead. Idea for a Golf Tournament in May, and a potential party in September as well. Tournament

would be at Jamestown Golf Course, date and pricing TBD.
Lunch would be after with DJ and some raffle items. September Party could be at Bay Voyage with a buffet and DJ as well.

- b. Status of Fort Getty Reservation for 8/19/16 & next steps
 - i. Was decided to give up the Reservation and pursue other options.
- c. Jeff also made a suggestion that the Lighthouse is interested in doing an event to raise money and awareness for the Lighthouse and Museum. Would follow up with them about ideas for maybe an August event.

4. Speed-Networking Event/Joint Chamber Event

- a. Ben was at the Ocean Mist last for lunch and the South County Chamber was having a 'Speed Networking' Event. He inquired as to how it worked and wanted to pass along as an idea. People would come and sit at tables of 4, each person would get 2 minutes to talk about themselves or their business. After all went, people would mingle around, then switch tables and do it again with new people. Seemed very successful and Chamber is maybe eyeing a similar event in April or joining with the South County one for a joint event.

b. **Government Relations:** [Committee: **Rusty, Jeff, Kristine**]

- 1. 2016-2017 Fiscal Year Town Monies (\$2,040.00) Available to promote members/community. Needs to be spent by July 1.

c. **Marketing/Public Relations:** [Committee: **Ben, Peggy, Kim, Kristine**]

- 1. Kiosk: Electronic Kiosk Continued Discussion/Options & Information from Discover Newport [**Rusty; Committee: Petra, Jeff**]
 - a. Decided that the Kiosk idea would be put off as Town is taking steps to change the layout and look of East Ferry parking lot area, so making decisions now would be fruitless.

- 2. Welcome Books/Maps: Next Steps & Timeline – See above.

d. **Membership** [Committee: **Rusty, Kim**]

1. Membership Drive – Monique said that the drive of sending out 100 new cards produced only 2 new members. She suggested we review this process as it was not cost effective this time.
2. Annual Dues Invoices – Still waiting on responses from 28 members. 2 members decided not to re-join, but we did add 5 new members.
3. Create a Nominating Committee for Officers & (4) Board Member Positions
 - a. Committee of Mark, Ben, and Marilyn would nominate board members for officer positions.
 - b. 2 Board Members resigned early, so we decided to add two new members effective immediately. Was decided to offer positions to Bill Piva and Susan Hackman. Jeff motioned, Marilyn 2ndd and all were in favor of making the offer.
 - c. 2 Board Members are up, so Monique would send out another email for people who might want to be considered. Several others have already expressed interest and would be discussed at the next meeting in March.

e. Finance **[Committee: Cathleen, Rusty]**

1. Annual Budget – covered above in the Treasurer’s Report. Cathleen is going to put together a preliminary Budget with new information of not doing the Night At.

f. Notes

1. Mark made a suggestion of doing a Chamber Member Appreciation Award again at this year’s event. His recommendations were Bob Bailey for the Plunge and Fireworks and all the work he does, and Kathy Brownell for all of the work she does around Town in many capacities. Decided we would discuss and decide at next meeting who to honor, while others persons could be considered as well.

g. Meeting was adjourned at 7:21pm.

h. Board Member Terms

1. 2014-2017

- a. Kim (First full term, 4th year) —will not renew for 2nd term**

- b. **Jeff (First full term)**
- c. **Petra (First full term)**~~—~~*will not renew for 2nd term*
- d. **Kristine (Second Full Term)**~~—~~*termed out*

2. 2015-2018

- a. **Peggy (First term)**
- b. **Rusty (Second term)**~~—~~*Resigned, January 2017*
- c. **Mark (Second term)**

3. 2016-2019

- a. **Ben (Second term)**
- b. **Marilyn (Second term)**
- c. **Cathleen (Second term)**
- d. **Maria (Second term)**

Next Meeting: Thursday, March 2, 2017 at 5:30pm

Sustainable Jamestown Our Island, Our Future

PUBLIC WORKSHOP

Sustainable Jamestown is an action plan with concrete steps we can all take as a community to ensure that what we love about Jamestown is still here for future generations.

Sustainable Jamestown is about planning for change in order to be stronger and more resilient, so that we can adapt, bounce back from problems and crisis quickly, and maintain quality of life for all Islanders.

Join us...

Date: Wednesday, February 15, 2017
Snow date, Thursday, February 16, 2017

Time: 7 - 9 PM

Place: Jamestown Town Hall
93 Narragansett Avenue

Supervised Kids' Activities
Light Refreshments & Snacks

**Come share what
you value most about
Jamestown, what
threatens our quality of
life most, and how to
make Jamestown more
sustainable into the future,
FOR ALL OF US!!!**

Visit us at: www.sustainablejamestown.com
Sign up for our E-News!



Questions? Contact:
Lisa Bryer • Town Planner
lbryer@jamestownri.net



Sustainable Jamestown

Our Island, Our Future

What is Sustainable Jamestown?

Sustainable Jamestown is an *action plan* with concrete steps we can all take as a community to ensure that what we love about Jamestown is still here for future generations.

Sustainable Jamestown is about *planning for change* and *becoming stronger and more resilient*, so that we can adapt, bounce back from problems quickly, and maintain quality of life for all islanders.

What will this Plan Address?

That's largely up to you! Below are the Town's thoughts about the issues we expect to address as a community, but over the next few months, we want to hear what YOU feel is most important.

Below are some examples of the types of questions we can answer together!

Economics of Place

- *How can Jamestown attract and support local, year-round businesses that serve island residents?*
- *What are the best ways to balance the tourism industry with protection of the environment and community character?*

Climate Change & Resilient Infrastructure

- *How is climate change likely to impact daily life on the island?*
- *How will the town address issues such as continued drought conditions and sea-level rise?*

Energy & Resource Conservation

- *How important is it that locally generated energy options be available for use by Jamestown citizens, neighborhoods and businesses?*
- *Should Jamestown invest in more energy efficient building infrastructure, even if it is more expensive?*

Healthy Communities

- *Is access to healthy food a problem for anyone you know?*
- *What would make it easier for you and your family to have more active play and exercise in Jamestown?*

Community Resiliency

- *How can the Jamestown community best work collectively to preserve the town's quality of life into the future?*
- *How can we support the people and families in town most vulnerable to economic or social struggles so they can stay in Jamestown as part of our community?*

Housing Diversity

- *Can your children afford to buy a home in Jamestown? Can your aging parents afford to stay here?*
- *Cost aside, do you think Jamestown has the housing types needed to attract and retain young adults, families, and aging seniors?*

Project Goal

The Town of Jamestown recognizes that our island resources are finite, a healthy economy is essential to our quality of life, our quality of life is worth preserving, and our residents are forward-thinking, creative, diverse, passionate and an asset to our community.

The project goal is to develop Town sustainability goals, guiding principles, strategies and specific implementation actions to guide Jamestown's future development and decision making. All these things should provide a clear framework that addresses the challenges of today and the future. This project recognizes the interrelatedness of energy consumption, municipal facilities and services, land use, economic development, circulation and transportation, open space, agriculture, recreation, housing, and natural and cultural resources.

Sustainability isn't just about government actions – every single resident and visitor has a role to play in making sure Jamestown's quality of life persists for future generations. By acting locally, we are doing our small part in the larger global effort to protect our planet.

Who is leading the charge?



The Role of the Town

The Planning Commission, along with support from the Town Council and municipal departments, is leading *Sustainable Jamestown*. They are managing the project with the help of a consultant team.



The Role of the Consultant

The Horsley Witten Group has been hired to conduct Phase I of the project, including developing a plan for public participation, organizing a public workshop and other engagement opportunities, and laying out a framework of topics to explore further.

Timeline

Phase I: December 2016 - March 2017

The goal of the first phase of Sustainable Jamestown is to reach out to residents, business owners, and visitors to learn what YOU think about sustainability, and what the Town should be doing about it. Together, we'll set the topics and priorities for the plan.

Phase II: April 2017 - Late 2017

Data collection and research on the topics and priorities selected by the community for the plan, resulting in a comprehensive, written *Sustainable Jamestown* plan with a Vision, Goals, Strategies and Implementation Actions.

Where do I get more information?

Visit the project website for the latest news and updates, upcoming events, to sign up for our e-news, and more!

www.sustainablejamestown.com

Town Contact: Lisa Bryer, AICP, Town Planner at (401) 423-7210
lbryer@jamestownri.net

Chamber board members,

As it's been presented to me, your current chamber "welcome kit" is somewhat outdated and clunky (a folder with numerous individual sheets and brochures from various members but not all of them).

Having been the recipient of many "welcome" packages, whether from chambers or marketing firms, I'm proposing putting together what I would consider a best-of from the various ones I've seen.

This book/guide would include (in no particular order):

- 1) A directory of chamber businesses (either broken down alphabetically or by business category).
- 2) Key contact info for the town, police, fire, churches, etc.
- 3) Information (a paragraph or so) plus contact info for various island organizations/community groups.
- 4) Descriptions/contact info for other island points of interest (Beavertail, Fort Getty, windmill, etc.), a brief island history and any other interesting/pertinent vignettes that a newcomer would benefit from knowing.
- 5) Centerspread map like we do for the Women's Club phone book.
- 6) Coupons. There should be a few pages of coupons in the back.

Distribution:

This is where we'll need to have additional discussion. I would recommend these be distributed thusly:

- 1) By the Realtors to any home buyer or renter (this eliminates the need for the chamber to be part of the process, as well as any postage expense). You even can go back a year or two to the folks who've purchased homes and have them receive copies.
- 2) All four of the island's inns and B&B's.
- 3) Anyone who rents their home. Since the town potentially is eyeing a registry, this would be easy to ascertain.
- 4) Military families that move into town.

This type of distribution would allow for more copies to be made (thus lowering the per copy cost) as the inns/rentals would treat them as any similar book you'd find while vacationing and likely go through a handful a season per room as some folks undoubtedly would keep them or beat them up to the point of needing to be replaced.

Advertising/Production/Billing

We would handle all of this. We can have two tiers of advertising costs (chamber and non-chamber) as a way not only to broaden the publication, but also in an effort to persuade people to become chamber members to take advantage of the cost-savings incentive.

Whether the chamber would underwrite part of the cost (as it did for the business directory booklet) as a way to further lower the ad costs for members is a subject we can discuss further.

Cost:

This hinges on way too many unknown variables (page count, number of copies, type of paper used) to accurately prognosticate but likely would be less than \$2,000 based on an assumption of no more than 1,000 copies and an approximate page count of somewhere between 32 and 48 pages.

Thank you for your time and consideration.

Robert Berczuk
The Jamestown Press