

Pearl River Chamber Minutes Meeting Wed. September 8, 2010

Meeting started at 7:10pm

Meeting brought to order by Kevin Hardy President

Roll Call

Treasurer report given by Audrey Haley, Danu Gallery Checking Account \$ 30.669

Streetscape Committee Update

Live Flowers planted are doing better now that the hot summer has ended. Brian from Christmas Tree Décor continues to water.

Paul Whalen Update

Paul Whalen Orangetown Supervisor had requested, the Chamber and Pearl River residents to appeal to Congressman Eliot Engle to help us receive our awarded grant money of \$250,000 that was earmarked for the town. He had requested in July that this be done by Oct. or these funds will be gone! The chamber President Kevin Hardy and past President Andy Tanneriello are getting together Friday 9-17 to wrap up this request.

Events Committee

Pearl River Day

Patrick Holt reporting on Pearl River Day

Sponsorships and Vendors are approximately where they were last year and committee expects to match. Raffle is down.

The committee will continue to meet every Wednesday evening at Noonan's until the event

Halloween

Lisa Dorman reported it will be Friday October 29 3-5pm

Resident volunteered last year to walk the town with flyers etc.. she will reach out to her after PR Day to see if she will do again.

AOH Convention

Patrick Holt and Michael O'Sullivan will update when they know anything

Macabi Games

Kevin Hardy is part of the committee and will update as he receives updates
Week long athletic competition that is being held in 2012 in the third week of August

Membership

Lisa Dorman reported on membership:

75 members 69 business/ 6 residents are members

Chamber membership benefits are on first page of website.

Current members should check to see if all there membership info is correct.

Profile pages are no additional cost to members and should be submitted to:

secretary@pearlriverny.org

Audrey Haley suggested getting residents involved- she feels that is the only way to get things done.

MEET AND GREET

Kevin Hardy has proposed a meet and greet for October's meeting.

The Chamber continues to try and rotate meetings and events at chamber member restaurants; it was determined to have it at Bin 41

Brian from Verizon, Tom from Rockland Web Design, Kate from Danny's BBQ and Audrey from Danu Gallery have agreed to coordinate the event.

Some suggested ideas:

- Invitation be sent out
- Provide each attendee with cover sheet of reasons to join and membership application
- TBD a certain number of guests per member or for each new guest

Lisa Dorman motioned the chamber purchasing Gift Certificates from Chamber Member restaurants and giving them out as raffle prizes (50.00 each for 400.00) Michael O'Sullivan and Anne McGovern approved the motion

The paid member restaurants are:

Bin 41

Defiant Brewery

Quinta Steakhouse

Murtay's

Louies on the Avenue

Kwan Thai

Danny's BBQ

Southbound

New Business

Kevin introduced the business card exchange program – all members should bring business cards to each meeting.

Lisa Dorman proposed a Rewards Card Program and an upgrade of website. Rewards Card would be approx 1300 and upgrade of website would be 2000

REWARDS CARD PROGRAM

The opportunity for chamber members to offer their own unique and exciting deals and discounts to consumers. It will be a consistent way to drive traffic to the chamber website and into Pearl River businesses.

- Available at no cost to chamber membership
- No cost to consumers – they are rewarded for shopping and dining locally
- The card does not expire.
- The list of current offers is available on the chamber website
- Distributed at participating stores, restaurants and chamber sponsored events
- Promotion at participating stores, restaurants and chamber sponsored events

Window stickers (Rewards Card Acceptor Here), e-mail, facebook

Members can change the specials once a month – all changes should be e-mailed to Secretary@pearlriverny.org and must be received by the 25th of the month to be included on the next month.

UPGRADE OF WEBSITE

Upgrade Cost:

1999.00 a year Content Management System. It would give us the ability to manage unlimited numbers of pages, add images and text, embed video, as well as send out emails to membership and to have a search and filter for member section

Angelo Raffa and Michael O'Sullivan felt e-mail information from card recipients should be captured at some point.

Lisa Dorman said that is the responsibility of the individual businesses and felt it would make it harder to implement.

Patrick Holt requested a formal proposal be submitted to officers.

