



Board of Directors Meeting Minutes – Follow-up Meeting

January 25, 2022

Attendees: Amy Valente, Kathi Gunio, John Pascucci, Daria Reitknecht, Sarah Kearney, Laurie Klein, Aurora Murray, Courtney McGinness

Guest: Kerry Ivers

Meeting Minutes:

- Meeting called to order at 12:06 a.m.
- December Financials Approval
 - Financials approval motioned by John, seconded by Daria
- Name Badges/Board Member PBC Shirts Approval
 - Amy will send proposal for exact pricing. Motion to approve, John, seconded by Aurora
- Open Invoices
 - We still have several open invoices, totaling several thousands. Kathi will run another report to confirm, as some payments have been received and some members have become delinquent since. A new report with member contact info will be sent out and put on PBC drive. Amy is asking each member to sign up to contact at least two businesses to solicit payment.
- Chamber on Tap
 - Laurie and Daria questioned why members were charged. Amy responded we had not received a sponsor for the event. Moving forward, Laurie will schedule this event with no charge for PBC members, and \$15 charge for non-members.
 - Received several comments from PBC members who are losing interest in virtual events and want to meet in person. Laurie will schedule a balance of both.
- Revisit 2022 Goals/SWOT
 - Increase membership. Currently at 142, would like to increase to 168. Board Members are asked to sign-up for at least two prospects currently on PBC drive.
 - Ambassador Program (Daria/Steve) Finalize policy and procedure for ambassadors; Courtney to create a process for collecting new prospects.
 - Ribbon cuttings remain for PBC members only
 - Kerry Ivers will supply updated business list and access for PBC Board Members
- PBC History
 - Amy completed upload of documents, etc. from Chambermaster to PBC drive; still need a synopsis for new website (Amy). Daria will reach out to former PBA member for further info
- Website
 - Website will have a soft launch on January 31, 2022. Beginning February 1, 2022, new tiered membership levels will go into effect.

- Brief conversation regarding obtaining testimonials from members. Courtney suggested a meeting to further discuss questions/prompts to use. She will take lead on this.
- Special Projects
 - Penfest in June. Sarah will take lead, but all will recruit volunteers for committees for this
 - 30th Anniversary. Kick-off? Ideas?
- Start Business Incubator
- Find new Director of Advocacy
- Physical Presence at Town
 - Kerry will look into any possibilities and/or conflicts of interest
- Increase Volunteers
 - ? New marketing piece
 - Kerry suggested using creative/engaging content to encourage volunteerism; What's in it for Me?
 - Kathi will write copy for website
- New Streams of Revenue
 - Put on thinking caps
- Meeting adjourned at 1:11 p.m.

Minutes respectfully submitted by Kathi Gunio on 1/26/2022