

Hasbrouck Heights Chamber of Commerce
Wednesday, February 7, 2018
Hasbrouck Heights Public Library
8 am - 9:30 am

Present:

G. Doran – Religious Shoppe	D. Marcano - Kearny Bank
R. Duvert – Quest Fitness	E. Ollwerther – Edie’s Dance Factory
S. Feuss – iDesign	T. Rachelski - PNC Wealth Management
P. Gallo –Envision Video Services	R. Vorisek - Heights Flower Shoppe
M. Hui – HH Library	

1. Meeting called to order at 8:10 am. Introductions around the table.
2. Minutes of the Last Meeting. Motion to accept by Steve Feuss; seconded by Dawn Marcano. Members agreed upon the posting of the draft minutes of the meetings on Chamber website until they are officialyl approved.
3. Treasurer’s Report. Cash on hand is about \$12,000. A question was raised as to how much revenue is generated from membership dues. Peter Gallo will provide that info at next meeting. Steve Feuss asked board to consider budgeting for future marketing project.
4. Calendar of Events. Members were provided with a tentative list of upcoming Chamber events.
5. Review of 2018 Membership Form. By going to the Chamber’s website, one can renew or pay dues online via PayPal. It was suggested to include the Chamber’s Facebook account on form.
6. 2018 Committee Assignments

The following individuals will be responsible

- > Farmers Market – Ray / Mimi
- > Holiday Parade – Ray / Edie
- > HolidayFest -- Peter / Steve
- > Marketing and Promotion of Membership – Steve

Ideas suggested:

- o Consider getting a contractor to work on increasing membership numbers–ie. recruit Carina (formerly worked for Observer in advertising department)
- o Have a “grand opening” kit & offer it to new businesses
- o Feature “business of the month”
- o Recognize long standing businesses in the community
- > Parking – Gary / Peter
- > Street Fair – Peter / Dawn / Gary / Steve
- > Taste of HH – Mimi / Dawn
- > Town Relations – Ray / Gary || Dawn for Wood-Ridge || Tom for Lodi

7. Update on Street Fair (Sunday, June 3rd). Contract to be revised and signed. Street Fair information will be included in membership mailing packets. Any monies brought in goes to Chamber. Theme considered—country. Some ideas were exchanged. It was suggested to have a Beer Garden. Perhaps have a person at Chamber table to recruit members. The public will pay for rides this year. Sponsors will have their logo and name appear on an “A-Frame” sign at the beginning of the Street Fair.
8. Boulevard Stroll. Ron Kistner is currently working on entertainment.
9. Marketing/PR Person for Chamber. Members thought this was a great idea to recruit an individual to represent the Chambers’ interest. A stipend was decided. \$10/hr. Max of \$200/month. Have a trial basis of 6 months to see how it works out. Motion was made by Steve; seconded by Peter.
10. Survey of Lodi Businesses. Tom Rachelski developed a survey to see if Lodi businesses are interested in revitalizing their Chamber of Commerce. He asked if HH Chamber would consider advertising it on our website. Dawn Marcano suggested that Tom reach out to BCB to sponsor the cost of the mailings.

Peter Gallo discussed the name change of HH Chamber of Commerce if additional businesses are interested in coming on board from surround areas.

Meeting adjourned at 9:10 am. Motion made by Dawn Marcano; seconded by Steve Feuss.