

Minutes  
Lyme Old Lyme Council Board Meeting  
Thursday, October 7 4:30pm Cherrystones

Attending: Sheila Wertheimer, Emily Griswold, George Young, Charlie Delinks, Cathy Frank, Pam Stevens, Tim Griswold, Cindi Taylor; Sheri Cote, Mary Fiorelli  
Absent: Bob Chapman, John Stratton, Peter Mountzoures

The meeting was convened at 4:35 by Cathy, who introduced & recognized Mary Fiorelli, Director of the OLPGN Library, to present plans for **Literary Life in the Lymes**. The event is scheduled for Sunday, November 7, 1 to 4pm, at the Town Hall. Books are being ordered by Mary & staff. Morning Glory Café will sell refreshments. 23 local authors (Lyme, Old Lyme, East Lyme) are participating. Board agreed that Suggested ticket cost of \$10 – with \$5 reimbursable toward book purchase if registered by 11/1 – was fair. Katie Balocca is working on event flyer & local artist Lauren Dickey designed a graphic to be used for the event.

Sheri Cote presented a draft **CT/LOL agreement** (attached). LOL Chamber will join ECT as a member and obtain liability event insurance (for debates, tree lighting, Pet Parade, Taste of the Lymes) through ECT. LOL & ECT will publicize each other's events. LOL members will be eligible to attend ECT events at member rates. LOL members who wish to join ECT can do so at a \$40 discount. Sheri will get back to Tim & Pam with cost of liability insurance which will be a per event cost.

The **nominating committee** recommended Kathy Murphy to replace Betsy Dill on the Chamber Board. A motion made by George, seconded by Emily passed unanimously. Cathy will contact Kathy & invite her to join the Board.

Emily & Sheila will contact the Lyme Art Association & choose a date for **Taste of the Lymes** in late April/early May. Dates to avoid include Mother's Day, Easter, & Musical Masterworks performances. Possibilities are May 1 & April 17.

Charlie has taken steps to activate **PayPal** on the Chamber website. Initial use will be for Literary Life in the Lymes. Pam Stevens will need to work with Charlie on final activation steps. Pam will also need to obtain a **Sales Tax Permit**. Cathy has the paperwork & can help navigate the online procedure. Tim asked if **GotVMail** is worth the approx. \$13 monthly cost. Charlie said that he does receive several calls monthly & the toll free number does provide a quasi-office setting for the LOL Chamber. Charlie will look into software to enable other Board members to make website changes & update the database and report back at the next meeting.

John provided ideas about a proposed logo/design contest via email. The Board referred the matter back to the committee (Cindi, Pam, John, Peter) & will wait for a recommendation from the committee. Cindi & Pam indicated that they would schedule a meeting in the following week.

George provided costs on Chamber shopping bags. There is not enough lead time to print bags for the Literary event but Board agreed to purchase 1 case of the small bags (\$78) & create stickers using the Literary graphic designed by Lauren Dickey. Cathy will contact Lauren & Katie Balocca about adding text (Chamber name, address, website) to the design. George will investigate sticker options at Office Express. Board will re-consider printing bags at a later date.

George has also been investigating the possibility of Chamber gift certificates – many logistical complications, mostly related to accounting at the vendor end. He will gather input from a few merchants. The board mentioned debit cards & BerkShares, a local currency used in the Berkshires, as other avenues to explore.

Member directory is still being reviewed by John Stratton & Olwen Logan.

Tim presented a draft budget which will be finalized. Pam reported that the checking account balance is \$17,150 but some of those funds will be transferred to the scholarship account.

Tim asked if members prefer evening to morning meetings & there was no consensus, however, members agreed that the Chamber will provide food at Board meetings.

We received a request for support from the OLVNA for their Health & Wellness Day Fair on 11/6. Cathy will include request for gift certificates & door prizes in the October meeting newsletter.

We received a request for \$200 for printing costs by the Lymes' Senior Writing Workshop. A motion made by Cathy, seconded by Cindi to approve the \$200 with the stipulation that the printing be done by a Chamber member passed unanimously. Charlie Delinks will contact CIEL & encourage Harry Clarke to join the LOL Chamber.

Tim suggested that the Board schedule a special meeting to discuss the Chamber's role in the community. Are we a philanthropic agency that raised & distributes funds in the community or do we have a broader mission? John Stratton has suggested that the Chamber take on the home based business initiative started by the Town's EDC and that topic lends itself to the larger discussion.

Meeting adjourned at 6:35pm

Cathy Frank  
10/8/2010