

Shelter Island Chamber of Commerce
Minutes of Special Meeting
January 19, 2022

Present: Linda Eklund, Robert Strauss, Alexandra Binder, Yvette Acevedo

Absent: Theresa Andrew

Guests: None

Linda called the meeting to order at 6pm. She reminded that this special meeting was called to address some of the matters that could not be discussed at the January 12th meeting, as a quorum was not present for the entire meeting.

The following was reviewed:

Old Business

Yvette reported that she and Rob took photos of most, if not all, of the business holiday displays who participated in the "Decorate Your Door Contest." The winners were approved by the board and congratulated in the Shelter Island Reporter. A brief discussion ensued regarding a policy to not award a participating business two years in a row, nor a business that uses the same display two years consecutively. There was general agreement regarding this policy.

Linda watched the December town board meeting. The meeting predominantly pertained to the board's efforts to re-word sections of the Town Code regarding "definitions." Residents expressed concern to the board that there was not enough transparency regarding this effort. The board said that a "red-line" of the board's changes would be made available for public review.

Yvette said that Louise and Bob McInnis need to finish up the final elements needed to complete the new digital guide on our website. She asked Art to coordinate with Bob McInnis efforts needed to integrate our email system, Constant Contact, with data obtained from public registration to access the guide.

The 2022 Annual Meeting was discussed. It was agreed that Linda will reach out to the Ram's Head Inn and ask if they are interested in hosting.

New Business

The meeting turned attention to new business, including documents and proposals presented to the board by Alexandra:

Alex prepared a draft proposed policy for promoting events on the Chamber website and social media. A brief discussion ensued, and it was agreed that this policy requires some clarification and corrections. I will be further discussed at the February meeting.

Linda suggested that we regularly invite the Shelter Island Reporter to our meetings and post the regularly scheduled meeting in the paper's calendar.

Alexandra prepared a draft application for the 2022 Arts Show and Crafts Fair. Among the changes to the current application, it is recommended that the young artist booth fee be increased from \$10 to \$20. In addition, the new application creates a new category for Shelter Island Member promo booth at \$100. A discussion ensued regarding, pricing, logistics and booth selling restrictions. Also, the

point was raised that Janalyn should weigh in on this proposal. It was agreed that Linda will approach Janalyn to get her feedback on this proposal.

A motion was made to approve a new fee in the amount of \$20 for the young artist booth. The motion was unanimously approved.

A draft letter to prospective members prepared by Alexandra was reviewed and discussed. Yvette and Linda had some proposed corrections and changes, which they will communicate to Alexandra directly. Several changes included reference to our membership in Discover Long Island and changing the term "organization" to not-for-profit organization(s).

The Power Point presentation was discussed and will be further discussed at the February meeting. There were comments that this presentation should be placed on our website, and possibly emailed to members. There was a suggestion that the presentation is too long for social media posting, and that it really isn't of public interest in this format.

Discussion regarding the proposed Winterfest and Truck & Trade Fair and was tabled.

Lastly, there was a brief discussion regarding use of "branded" merchandise for promoting the Chamber at certain events. It was generally agreed that this may be very useful, and that the marketing committee must develop this concept for fully.

Close Meeting

Being no further business, and a quorum was broken after several board members left the meeting, a motion made and seconded was unanimously approved to adjourn at 7:05pm.