



Watkins Glen Area Chamber of Commerce

Virtual Annual Meeting

December 9, 2020

5:30 to 6:30 pm

New Executive Director, Michael Hardy, welcomed all and introduced rules and protocols for the virtual component of the meeting. He instructed virtual attendees on how to vote and contribute during the virtual meeting over Zoom.

Introduction of **Matthew Sharpe**, Chair of WGACC and President and CEO of Cameron Manufacturing & Design. Meeting was called to order at 5:30. Minutes from 2019 were approved.

Summary of 2020:

- Bylaw's revision, allowed virtual annual meeting, allowing virtual voting, board size went up to 15 members.
- Thank you to Rebekah Carroll for 12 years of service. Successful hiring of Michael Hardy
- Stable and strong membership through pandemic

Introduction of **Tracy Gates**, Treasurer of WGACC and VP, COO of Cayuga Health Systems.

2020 Budget: Budget was prepared without understanding of how COVID-19 will impact operations in 2021.

- Salary & benefits as a percent of gross revenue + 34.9%, Events are forecasted to make a 63% profit.
- Chamber income predicted to be: \$260,300.00
- Chamber expenses: \$298,493.12
- Chamber Net loss of -\$38,193.12
- Tourism income: \$623,800.00
- Tourism expenses: \$540,382.68
- Tourism Net: \$92,417.32
- Break even budget. Budget was approved.

Introduction of **Liz Salamendra**, Events & Member Partner Manager at WGACC.

Events and Programs:

- i-Lead** overview: 8 students in 2020-2021 school year all virtual, 5 guest speakers, virtual interviews.
- Spark:** March 3, 2020: 64 attendees, 10 speakers, 4 general sessions, 6 breakout sessions
- Leadership Schuyler:** management and leadership discussions. 12 attendees
- Golf Tournament:** 11 teams, low sponsors-made the decisions to not actively seek out

sponsors because of the uncertainty surrounding in person events.

-**Winter Gala:** 261 RSVP's, 228 guests joined. Awards were presented.

-**Profit:** \$36,748.46

-3 mixers occurred.

-**Brochure Exchange:** 3rd street village square. Not well attended but business to business referrals were great.

-**Small Business Saturday:** 29 participating businesses

-**Ribbon Cuttings:** Seneca Cheese Company, Paradiso's Village Bakery

-**B2B meet-up:** Virtual meet-ups to support businesses.

-**Talking Tuesdays:** focused on long-term tourism related initiatives.

-Returning events and new events: Disc Golf, Cornhole, Simpleview Training are all new events for 2021.

-Thank you to committees.

Introduction of **Michael Hardy**, Executive Director of the WGACC.

What's to come in 2021:

-NHC Newsletter – emailed every Monday

-The Engager- printed, monthly newsletter

-B2B Meet-ups: education, member to member exchanges, and WGACC updates

-Talking Tuesdays: Tourism strategy, updates, education and networking.

-Simpleview Extranet: How to edit your listing, use bulletin board, etc.

-HH & WT campaign: during shoulder season to encourage people to come and eat, sip, and stay.

-Small Business Saturday, Holiday Light's Schuyler Style, Village Christmas, etc.

Marketing & Public Relations: 2021 Sponsorship opportunities, ad opps, co-ops, events and activities, website ads.

-Partners & Collaborators: FLRTC, FLTA, FLWC

-CCE, Schuyler County, Village of WG, WGSP, SCOPED, STREC, Watkins Glen Promotions, SLWT, Motor Racing Research Center, I Love NY, Visit Rochester, our members

2021 slate of officers & directors- Ballots were mailed out. Voting instructions were shared.

-Proposed new directors: Ron Beck, David Bunnell, Matt Bush, Wendy Shutter, Michael Stamp, Laury Ward.

-Polling ballot logistics.

WGACC-Simpleview Extranet walkthrough (Liz Salamenda)

-Post Board, Collateral, Contact us, Accounts and Contacts, Listings, Events, Media, etc.

-Walkthrough of new website

Michael Hardy announced that 41 votes were counted and the 6 proposed directors were approved.

-Chair: Matthew Sharpe

-1st Vice Chair: Raymond Lincourt

-2nd Vice Chair: Kerry Keller

-Treasurer: Tracy Gates

-Secretary: Amanda Smith-Socarlis

Matthew Sharpe adjourned the meeting at 6:30pm.