



Watkins Glen Area Chamber
2021 Annual Meeting
December 1, 2021

Raymond Lincourt, Vice Chair of the Board of Directors requested a motion to begin the meeting. The motion was made by Amanda Smith-Socarlis and seconded by Peter Honsberger. All in favor and the motion carried. The meeting began at 5:45pm.

A motion was called to accept the 2020 meeting minutes. Motion was made by Kerry Keller, seconded by Brittany Gibson. All in favor and the minutes were accepted.

Raymond Lincourt, Vice Chair

- Discussed an overview of the meeting and what to expect.
- Membership is strong at over 400 members. Thanks were extended to committees and outgoing board of directors.

Tracy Gates, Treasurer

-Predictions for 2022 financials:

- Baked into budget is an understanding of pandemic-related impact on operations
- Salary and benefits as a percentage of gross income: 16.8% in 2022 compared to 13% in 2021
- Membership income is forecasted to return to pre-pandemic levels
- All tourism-related income used for tourism-related expenses

-Profit/Loss: Chamber

- Income: \$275,875
- Expense: \$307,990
- Net: (\$32,115)

-Profit/Loss: Tourism

- Income: \$805,000
- Expense: \$773,663
- Net: \$31,337

-Profit/Loss: Chamber & Tourism

- Income: \$1,080,875
- Expense: \$1,081,653
- Net: (\$778)

-Detailed budget is provided for the audience

-Motion to approve 2022 budget was made by Laury Ward, motion was seconded, all in favor and the 2022 budget was approved.

Nigar Hale, Executive Director

-Nigar welcomed all to the Annual Meeting. Thanked the team and introduced staff members to share successes from 2021.

Stephanie Specchio, Marketing and Communications Director

-Story-Telling and Ambassadorship - happy with travel writers who have visited the region and wrote about it. All of our businesses do well when travel writers visit.

-Seneca Lake Web Cam- leveraging natural beauty, located at Captain Bill's.

-237,297 page views on explorewatkinsglen.com

Abby Lane, Events & Membership Engagement Manager

-In person events: WGI Pep Rally held virtually at the Arc of Chemung-Schuylers. Strengthened relationship with WGI

-Ribbon Cuttings: 8 ribbon cuttings held in 2021

-Successful mixers including the Tri-County Mixer held at Lakewood.

-Staffing the Visitors Center in the State Park – saw 1 million visitors in 2021

Nigar calls for virtual attendees to cast their votes.

Nigar Hale, Executive Director

-Our mission is to strengthen your ability to do business, enhance tourism, business planning, marketing, fortify our partnership and start new ones.

Raymond Lincourt

-Thank you to Glenora, Community Bank as presenting sponsor, staff, and attendees

-Voting results: Slate of BOD was approved

-New Directors: Dena Carrigan, Carmella Hoffman, Dr. William Mullaney

Motion was made to conclude meeting by Laury Ward, all in favor and the meeting concluded at 6:25 pm.