

Carthage Area Chamber of Commerce

Minutes of December 12, 2024

(was to be December 11, 2024, low attendance so postponed to December 12, 2024)

**Present:** Rob Sligar, Debbie Atkins

**Zoom:** Tina Lanier, Kelly Shanahan, Rob Kuklinca, Tiffany Queary, Amy McEathron, Lydia Young, Stacy Faunce, Kristy O'Shaughnessy

**Absent:** Robert Hayes, Debi Pierce, Nancy Rome, Derek Davis, Jen Premo, Brittney Fults

**Guests:** Christina Bamberg, Keith Gipson

Meeting called to order at 12:10pm by President Tina Lanier

Minutes approved with corrections by Rob Kuklinca and 2<sup>nd</sup> by Lydia Young, members approved, carried.

**Presidents report:** Thank you to our committee for all the help with a Great Parade, Tina was able to watch the parade on the Live feed with NBC Watertown.

**Treasurers report:** January 2025 meeting will have the new budget and closeout of the Holiday Parade. Rob Sligar read a resignation letter from Debi Pierce as of 1January2025. Motion by Tina Lanier and 2<sup>nd</sup> by Stacey Faunce to accept the resignation with regret. Approved with regrets by members, carried. Debi stepped up a few years ago to help through the transition of new Executive Directors, this was only supposed to last 1 year.

**Finance report:** No report, treasurer excused

**Executive Director report:** See attached report.

**Open Forum:** None

**Old Business:** Rob K. Thanked Tina and Amy for purchasing a Polo Chamber shirt for each Board Member, Shirts are in, and anyone can stop by OX to pick up. Rob K. will bring the polos to the Chamber Office soon for people to pick up there also.

**New Business:**

Rob S. read a resignation letter from Kristy O'Shaughnessy as the Village of Carthage representative to the Chamber of Commerce. Motion by Tina 2<sup>nd</sup> by Rob K. with regrets as Kristy has been a major asset to our organization for several years. Approved with regrets by members. carried

A Motion by Tina and 2<sup>nd</sup> by Tiffany to offer the Financial Director position to Kristy O'Shaughnessy at the current 20 hours a month. Unanimously approved by members – carried.

**Carthage School-** none

**Library:** Christina informed the members of the upcoming December activities and has offered assistance to Debbie A. for learning more about CANVA from library staff.

**YMCA :** Keith Gipson reported about the upcoming holiday Y schedule and new hours during school break along with scholarships being offered to youth and teens to become members of

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the YMCA. Keith will email a synopsis to Debbie A and she will post on website and FB to get this important info out to the community.

Debbie Atkins informed board members of a medical situation she has, she will continue to as much as she possibly can. Debbie has expressed that the team work with this chamber is why she knows she will be able to continue as she has since she began in October 2024.

Next Meeting is January 8, 2025.

No further business, all consented meeting closed, by Rob Kuklinca and 2<sup>nd</sup> by Keith Gipson at 12:40pm

Submitted by  
Deborah J. Atkins  
Executive Director  
Recording Secretary

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DEBORAH J. ATKINS

EXECUTIVE DIRECTOR MONTHLY REPORT

DECEMBER 11, 2024

Since our last meeting, the office had new flooring put down, looks amazing. Still unpacking and finding things I need and placing items in the storage area as needed.

**Accomplishments since our last meeting:**

- Arranged the 2024 Carthage Country Holiday Parade (with loads of help from board members!!!)
  - Villages of Carthage and W. Carthage DPW
  - Farney's Lumber for the judge's trailer
  - 33 entries for the parade
  - VEM food pantry collection = filled Nancy Romes car like sardines!!!
  - STATEMENT FROM COMMERCIALS WWNY TV7 = \$595.00 & FOX 28 = \$130.00
- 2024 MEMORY TREE LIGHTING
  - Distributed 17 boxes throughout the villages
  - Working with Towns of Wilna DPW
  - Village of Carthage DPW setting up the memory board, snow removal etc.
  - Over 200 names
  - \$586.50 raised from memory tree Boxes
  - Mary Tucker (President Congregation Degel Israel Synagogue) and Pastor Mike Neary (new Revive Church) gave a blessing.

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- Video placed on FB page with 1,571 post impressions, 1,493 post reaches(views), 434 engagements.
- CORRESPONDING WITH ELAINE FOR ARTICLES IN THE LOWVILLE PAPER
- HOSTED A ZOOM MEETING FOR THE AMERICAN LEGION AUXILIARY (WEATHER ISSUE)
- EDITING THE NEW WEBSITE (unfinished is the Membership & Directory section)
- ACTIVELY POSTING ITEMS TO OUR FB PAGE (last 28 days)
  - 17,546 Post reaches
  - 10,124 Post engagements
  - 88 New followers
  - 53 posts
  - 21.60% men & 78.40% women followers
  - Carthage 751, Watertown 264, Lowville 218, w. Carthage 201, Ft Drum 86 followers
- 3 NEW BUSINESS MEMBERS
  - West Side Pub & Grille
  - Afternoon Scoop
  - River Valley Charters
- Approximately 7 new members with applications to submit

**Visits since the last meeting:**

- Hall Pass Tavern
- West Side Pub & Grille
- Afternoon Scoop
- Signs and Designs

**I have had many guests visiting the office for various reasons.**

**Current projects I am actively working on:**

- FINISHING THE WEBSITE FOR MEMBERSHIP / DIRECTORY
- EXPANDING OUR DINING MEMBERSHIPS TO HAVE A DINING IN CARTHAGE 2 WEEKS IN FEBRUARY (around Winterfest timeframe) February 3 – 17<sup>th</sup>
  - Sell participant cards for \$10
  - Paid Participants with a card will receive special pricing at eateries
  - Cards can be purchased at participating locations
  - Each time the card is shown for a purchase that person gets name in for final grand prize drawing
  - Grand prize drawing = \$100 gift card to any of the participating locations (using the \$10 fee for cards to supplement this grand prize)
- JOB FAIR WITH BRITTNEY FULTS AT CCS IN APRIL
- WINTERFEST Feb 8<sup>th</sup>
  - Chrissy Southwick – Hunter Hack Farm – Sleigh rides \$800 (same as last year)
  - WWNY TV7 & Fox 28 had a \$1000 budget for the commercial last year
- DEFERRET BILLBOARD
- BUSINESS AFTER HOURS EVENTS - TENTATIVELY
  - PAPERMAKERS PUB (JANUARY 16th)

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- JEN'S BACKYARD BLOOMS
  - FLETCHER CONTRACTING
  - WEST SIDE BAR & GRILLE (FEBRUARY 20th)
    - M.R. GAEBEL
    - LARRY NOFTSIER
    - VICKIE BROTHERTON
  - MORNING RITUAL/AFTERNOON SCOOP (MARCH 20th)
  - ZEHRS FLOWERS AND LANDSCAPING (APRIL 17th)(MOTHERS DAY MAY 11<sup>TH</sup>)
  - VILLAGE OF W. CARTHAGE & CARTHAGE (MAY 15th)
    - SUMMER REC PROGRAMS
    - SCOUTING AMERICA TROOP 54
    - ENCOMPASS REC
  - ELKS LODGE (JUNE 19TH)(OUTDOOR REC THEME)
    - RIVER VALLEY CHARTERS
    - GREAT LOT SPORTSMANS CLUB
    - CARTHAGE ROD N GUN CLUB
  - ELKS LODGE (JUNE 19TH)(OUTDOOR REC THEME) CONTINUED
    - NYS DEC
    - ARCHERY BUSINESSES
    - KAYAK CLUB
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- 2025 WINDOW CLINGS
  - NEW 2024/2025 DIRECTORY