



Annual Meeting Minutes

December 12, 2023

Veraisons Restaurant at the Inn at Glenora Wine Cellars

Meeting was called to order at 6:05pm and quorum was confirmed.

Raymond Lincourt | Board Chair

- *Motion to approve the 2022 minutes made by Marcus Dowd, seconded by Tracy Gates, all in favor and the motion carried.*

Tracy Gates | Treasurer

- Chamber financial overview
 - Transparency is key and has continued throughout the year
 - Tracking chamber vs. tourism very closely
 - Assumes continued momentum into 2024
- Budget Assumptions for Chamber
 - Membership income will reflect growth
 - Impact of NYS EDA Grants reflected in tourism
 - Tourism revenue=tourism invest
 - Income is positive for Chamber side
- P&L Tourism – Chamber is break even

Matt Bush | Audit Committee Chair

- Audit was clean
 - No significant difficulties were reported
 - No mis-statements were reported during audit process

Nigar Hale | Executive Director

- Chamber Impact in 2023
 - Power Hour impact ^35%
 - OnPoint open rate ^45%
 - Tribute Award votes ^88%
 - 110,000 visitors have passed through the visitor center
 - Explorewatkinsglen.com views ^35%
- Where are we going in 2024?
 - Continuous improvement
 - Building momentum
 - Analyzing and executing



- Chamber is involved with Collaborations and Grants:
 - Waterfront Boutique conference promotion
 - The Finger Lakes Outdoor Experience
 - International Marketing
 - Accessing the Catharine Valley Trail Experience

Caitlin Cheney | Marketing Communications Manager

- Launch of online member platform - Growth Zone

Matt Bush | Tourism Taskforce Chair, Audit Committee Chair

- The TTF committee analysis
 - Reviewed travel guide format - 100,000 guides were distributed
 - Specific workshops created to share ideas for April Eclipse and winter promotion
 - Live Your Dream | A Guide to Living and Thriving in Schuyler County to launch in 2024

Raymond Lincourt | Board Chair

- *2024 slate of Board of Directors passed and quorum was met*
- *Motion to approve 2024 slate of officers was made by Carmella Hoffman, seconded by Heather O'Grady Evans, all in favor and the motion carried.*
- *Motion to approve 2024 budget was made by Wendy Shutter, seconded by Dena Carrigan, all in favor and the motion carried.*

Kerry Keller | First Vice Chair, 2024 Board Chair – thank you for the opportunity to Chair the Board

Raymond Lincourt | Board Chair - closing remarks

Motion to adjourn the meeting made by Kerry Keller, seconded by Rod Noel and the meeting adjourned accordingly at 6:53pm.