

Ontario Chamber of Commerce Board Meeting

Monday, 03.17.2025

Casey Park, Admin Bldg. - 3:30pm

- Call to Order
- Pledge of Allegiance

Attendees

Donna Burolla, *President*

Sherry Verstraete, VP

Susan Tripp, *Secretary*

Board of Directors: Sylvia Ryndock, Christine LoDestro, Brian Natale

Absent: Frank Robusto

Guest: Nicole Wylie – chamber website presentation

Website info / CRM recommendations

- “The Customer Factor” is the CRM – highly customizable (\$44.95/mo. Or \$449.50/yr)
- Allows selective access to Chamber members
- Used to store all member info (logo, contact, dues)
- Database is used to store minutes, newsletters, send out emails, member dues
- Unlimited users
- Keep track of expenses (P&L statements, etc.)
- Add-On “Send Jim” – can send out actual mailings for an extra fee.
- Changes to website – total rebuild
- Nicole shared this YouTube video to the Williamson Chamber training:
 - https://www.youtube.com/watch?v=H_mO-u-Y75w

Approve Agenda - Additions/Discussion Items

- Approve payment to attorney for legal services in the amount of \$135
 - Motion made by Sherry V, second by Christine L. – all in favor. Approved
- WCEF donation to the food drive – motion made by Donna to donate \$250, second by Susan. All in favor (Sherry, Brian, Christine, Sylvia) Approved.
 - Volunteers are needed for the event from 10-3 on April 26th

Correspondence: None discussed

Treasurer’s Report: Frank Robusto – not in attendance

Committee Reports (Review Committees and Updates from Chair)

- **Public Relations: Christine**
- **Marketing and Communications: Sylvia R**
 - Welcome flyer will be created by Sylvia / Marketing
 - Looking to add more members to the committee (Dan Lodestro is now the Vice Chair)
 - Request made that the Marketing team be responsible for taking new member photos.
- **Online Technology: Susan & Donna**
 - Donna to be the “Meet your Chamber” member for April
 - Facebook page is growing – thank you for “liking and sharing” our posts
- **Fundraising: Sherry & Brian**
- **Membership Outreach / Update: Christine**
- **Community – Christine**
 - BID Update – Additional review of the Holiday party. Suggestions for next year.
 - Library and Rotary want to be in the Mason Hall next year.
 - April 22nd BID Meet and Greet – Town Hall event

Old Business:

- **Review 2025 Budget Changes**
 - Motion raised by Donna to approve budget for 2025, second by Sherry. All in favor (Susan, Brian, Christine)
 - Donation to Wayne County Humane Society \$250
 - This will be put on hold until we can write a policy on donations
 - Chamber Shirts – need to confirm embroidery requirements with Bill
 - Bill needs a logo for the embroidery, shirts can be sent to Bill

New Business:

Ontario Spotlight Program –

- They have agreed to go ahead with the program

Welcome Packages –

- Discussed stopping this program. Bill to review with the library and clerks’ office if the racks are being used.

Business of the Month –

- Marketing / Communications can take pictures of the business of the month

Cell phone bill: Discussed the cell phone bill expense. Can it be canceled for a less expensive option?

- Potentially adding an option to the Town phone bank
- Doing away with it completely since our email/phone number info is published on our website and on our newsletter

Discussion: Programs or Events for 2025

Luncheon/Program: Aldi's topic, Main Street Grant – Potentially Konstantinou's for a lunch

National Small Business Week: May 4-10 – ideas for celebration? -Alp Photo (Anna Porter) to do head shots. Christine to follow up with Anna

Next Meeting Agenda Items:

- **Ontario Community Night** at Rochester Red Wings game on May 13th
 - Sponsorship options (Table to hand out info, Table + tickets, Table + tickets and ad)
- **Donation policy** – Review criteria for making any donations from the Chamber.
 - Does this donation benefit the business members of the Chamber?
 - Can it be seen as political or showing favor to one group over another?
 - We currently budget for \$500 per year
- **National Small Business Week Update** – ideas for our community celebration

Next Meeting April 21, 2025 (Monday) @ 3:30 p.m. – Casey Park Office bldg.