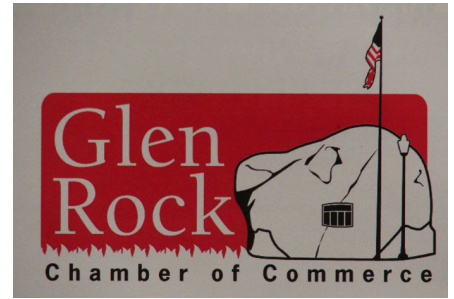


Glen Rock Chamber of Commerce
Monthly Meeting
Thursday 5/17/17 * 10 am
Glen Rock Public Library



Meeting Notes

1) Welcome and introductions

18 members / Board attendees.

Welcome to our two newest Chamber Members:

INVISION OPTICS (Irving Samora) and PATTI's PLAYHOUSE GOES MOBILE / GO AU PAIR (PattiMcHugh)

2) Review and approval of April Meeting minutes.

APRIL meeting minutes were unanimously approved.

3) Online Member Directory

The online Member Director was discussed in detail. The intent of an online Directory is to promote Chamber businesses in an efficient and cost effective manner.

Chamber member Felicia Halpert of Bergen IT reviewed four (4) options for an online Chamber Membership Directory.

- OPTION 1* – Stay with what we have. *NEEDS TO BE UPDATED WITH CURRENT MEMBERS.
- OPTION 2 – Modify existing website to allow members to update their own information.
- OPTION 3 – Tie in to Bizyhood# Directory on BTN
- OPTION 4 – Tie in to Shop Local Directory on Borough Site (if possible)

- Basic Bizyhood membership is available free to Glen Rock businesses. Vendor charges for businesses outside of Glen Rock to be included in GR Directory.

Overall, attendees felt the discussion was very technical and requested visual mock-up and plain language descriptions of the four options available. SEO – Search Engine Optimization was also discussed. To be continued.

To wrap up this conversation and move on, E. Hillock made a suggestion to update the current membership online as an interim solution and table this discussion until the requested follow-up is completed. All agreed.

E. Hillock to provide list of current members to Felicia. Online membership to be updated by month end.

Also mentioned, Facebook, Twitter, Instagram and other potential accounts/updates.

4) Summer Events?

Chamber members are giving this some thought. Several great ideas thrown out there!

Chamber agreed to sponsor Community Service Day for Japanese Exchange Students. See below for update.

First Friday Events. See below for update.

5) Community Service Opportunity for Japanese Exchange Students ~ August 2017

Julie Allen provided an overview of the program. Japanese exchange students will be in Glen Rock August 1 – 7. They are middle-school aged and would like an opportunity to practice / learn English. Chamber agreed to sponsor a Community Service Day.

6) First Fridays discussion

All in agreement this has potential. Members shared experiences from various other Towns that do this.

TREASURERS REPORT

Pat Zengel submitted the Treasurers Report as of 5/18/17.

UPDATES

1) September 2017 Fall Festival - Cliffhanger Productions

Scheduled for Sunday, September 24, 2017. Farmers Market will also be taking place the same day. Julie Allen and Eileen Hillock updated membership on planning meeting held with Mayor, Council representatives, Police Chief, EMS, Fire, OWM DPW heads and Borough Service areas. Dogs are banned from the Festival and this fact needs to be in our advertising.

Pat Zengel noted that the Chamber of Commerce will have a table. Any Chamber businesses wishing to provide paperwork or giveaways for the table are welcome to do so. Please have materials to Pat Zengel at 348 Harristown Road no later than Sept. 10 to be included. Thanks!

Festival APPLICATION?REGISTRATION form: <http://glenrockchamberofcommerce.com/wp-content/uploads/2014/10/GRCC-2017-Glen-Rock-Vendor-Application.pdf>

2) "Downtown for the Holidays" –Nov./Dec. 2017

Committee has formed last year after the successful 1st Annual event, and is being chaired by Michelle Torpey. First event to kick-off the Holiday Season will be on Friday, November 24th to coincide with the Jaycees Santa Train Ride. Many people from out of town, in addition to Glen Rockers, will be in town for the ride that morning and we are looking to host events to have the stay in Glen Rock after the train ride. Borough has requested to be involved. See notes under New Business.

NEW BUSINESS

Julie Allen updated the Chamber on a recent meeting she had with Mayor Packer.

WINTER WONDERLAND

Julie reported the Mayor felt the Borough Council sponsored "Winter Wonderland" was "a flop" (direct quote) and would like to join with the Chamber in the planned "2nd Annual Downtown for the Holidays" celebration being planning by the Holiday Committee this year. The Chamber will discuss further.

SPEAKERS

Eileen queried the group on the potential to have Guest Speakers at some upcoming meetings, specifically noting Congressman Gottheimer recently spoke at a Ridgewood Chamber of Commerce meeting. This led to a lively discussion on Regional Chambers of Commerce and potential educational topics to consider. (i.e. How to Sell, Social Media Presence, etc.).

Glen Rock Chamber of Commerce Contact Information

- Mailing address
 - PO Box 176 Glen Rock NJ 07452
- Email address
 - GRChamberofCommerce@gmail.com
- Link to Facebook
 - <https://www.facebook.com/GlenRockChamberofCommerce/>

Board Members 2017-18

President – Julie Maxwell Allen

Vice President – Eileen Maher Hillock

Vice President – Jan Kilroy

Treasurer – Patricia Kafafian Zengel

Secretary – Victor Quinn and Evan Quinn

Upcoming Events:

*The Glen Rock Chamber of Commerce generally meets on the third Thursday of each month at the Glen Rock Public Library 315 Rock Road, Glen Rock NJ. **Next meeting is scheduled for Thursday, June 15 at 7 pm.***

SAVE THE DATE: GLEN ROCK FALL FESTIVAL

Sunday, September 24, 2017

10 am – 5 pm

Downtown Glen Rock ~ Rock Road

FESTIVAL APPLICATION / REGISTRATION FORM: <http://glenrockchamberofcommerce.com/wp-content/uploads/2014/10/GRCC-2017-Glen-Rock-Vendor-Application.pdf>

Respectfully submitted by:

Eileen Maher Hillock

Glen Rock Chamber of Commerce

Vice President

May 22, 2017