

*Newberry
Jonesville*

Chamber of Commerce
Post Office Box 495
Newberry, FL 32669
(352) 472-6611
Board of Directors Meeting
June 14, 2011

DIRECTORS PRESENT:

Raymond Francois
Rocky Voglio
Patricia Yates
Joy Glanzer
Ryan Beacher
Patricia Perkins

DIRECTORS ABSENT:

Rudy Castano (called)
Richard Blalock
Blake Fletcher (called)
Keri Moore (called)
Anne Bello (called)
Robert Fillyaw

Call to Order/Introductions: Vice President Beacher called the meeting to order at 8:40 a.m.

OLD BUSINESS:

Approval of Minutes of Previous Meeting: A motion was made (Glanzer/Voglio) to approve the minutes of the May 10, 2011 board meeting. Motion was unanimously approved.

Approval of Agenda: A motion was made (Glanzer/Perkins) to approve the agenda as presented. A copy is attached and will be made a part of the permanent records.

NEW BUSINESS:

MEMBERSHIP:

There was an open discussion concerning the Chamber value to members and prospective members. It was noted that a committee should be appointed. The following suggestions were made.

- Glanzer to make a list of benefits.
- Beacher to construct letter that shows chamber impact.
- Beacher will contact businesses as to discounts to chamber members from businesses, provide cards to members and prospective members.
- Compile portfolio that shows membership value.

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Minutes

TRAFFIC LIGHT:

Vice President Beacher ask board members support on upcoming issue of traffic light at the entrance of Town of Tioga.

SEPTEMBER LUNCHEON

Open discussion concerning speaker for luncheon. Mrs. Glanzer will contact the owner of Nations Park as to availability as speaker. The luncheon will be held at Gainesville Health and Fitness.

MAPS

Due to paucity of advertisements for new maps, Mrs. Glanzer will contact businesses as to interest in advertising and report back as to feasibility of proceeding.

Mrs. Glanzer noted the advantages of changing the annual directory in order to allow for new members and community officials.

The following committee was appointed to address having a map on the web site and a tangible map for tourist.

Joy Glanzer – Patricia Perkins – Raymond Francois

TREASURERS REPORT:

The treasurer's report was not available for review.
The expense for mailing postcard reminders was discussed.

MEMBERSHIP STICKERS

Vice President Beacher stated he would contact company to obtain and disburse membership stickers.

CHAMBER SIGN

Mrs. Glanzer stated that she had ordered the sign for the chamber office for \$75.00 from Daba Designworks that will be displayed at the Firehouse Gallery/Tourism Center.

CHAMBER AFTER HOURS

June Mixer to be held at Prestwick Properties-June 14, 2011, 5:30pm – 7:30pm

All members present were encouraged to attend the brainstorm session for Blessed Hope to be held at the municipal building, June 16, 2011 at 6:30 p.m.

With no further business to come before the board, the meeting was adjourned.

Respectfully submitted,
Patricia Yates, Secretary



AGENDA
Tuesday, June 14, 2011
8:30 A.M.

- I. Approval of Minutes from May, 2011
- II. Approval of June Agenda

NEW BUSINESS:

1. Membership
Discuss High Springs Chamber
2. Traffic Light in Jonesville
3. Speaker for September Meeting
4. Newberry Jonesville Maps

OLD BUSINESS

1. Treasurer report

COMMENTS FROM THE BOARD

June 2011

June 14
Chamber After Hours
Prestwick Properties, Newberry
5:30 - 7:00

June 16
Blessed Hope
Brainstorm Session
Municipal Building
6:30 p.m.

July 2011

July 12
Chamber Board Meeting
8:30 a.m.

Newberry Chamber of Commerce

Cost Compare for 10,000 Maps

6/14/2011

Ad Sales From 2006 Map		Target Revenue/Cost Estimate				New Break Even				New lower price structure		
# of Ads	Price per ad	Safe # of Ads	Price per ad	Extend	Min. # of Ads	Price per ad	Extend	# of Ads	Price per ad	Extend	Price per ad	Extend
15,000 maps												
40	\$195.00	42	\$225.00	\$7,800.00	33	\$225.00	\$7,425.00	38	\$195.00	\$7,410.00	\$195.00	\$7,410.00
1	\$390.00			\$390.00								
15	\$115.00			\$1,725.00								
10	\$50.00	10	\$75.00	\$500.00	1	\$75.00	\$75.00	1	\$65.00	\$65.00	\$65.00	\$65.00
				\$10,415.00			\$7,500.00					\$7,475.00
Total spaces sold 2006 - 49.5												
Costs:												
	\$4,250.00			\$5,000.00			\$4,000.00		New	\$4,000.00		\$4,000.00
	-\$500.00			-\$1,000.00			-\$1,000.00			-\$1,000.00		-\$1,000.00
	DNA			\$2,550.00			\$1,875.00			\$1,875.00		\$1,868.75
	\$3,694.77			\$2,175.00		**2011 price	\$2,275.00		** 2011 price	\$2,275.00		\$2,275.00
	\$7,444.77			\$8,725.00			\$7,150.00			\$7,143.75		\$7,143.75
	\$206.50			\$206.50			\$206.50			\$206.50		\$206.50
	\$7,651.27			\$8,931.50			\$7,356.50			\$7,350.25		\$7,350.25
	\$0.77			\$0.89			\$0.74			\$0.74		\$0.74
	\$2,763.73			\$1,268.50			\$143.50			\$124.75		\$124.75

* If only Basic and Half Ads sizes? (No Double Ads)

Safe or minimum number of ads to sell. If you sold as many as in 2006 (49.5 ad slots), the totals would be much higher.

** Based on Hartley 2011 printing price. Does not include Tax or Freight.