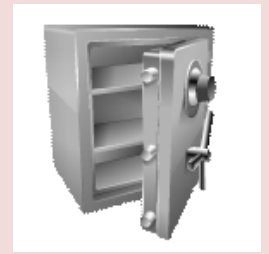




Chamber Vault

Winter 2012 Issue 3
 Indian Lake Chamber of Commerce
 Newsletter



Representing Blue Mountain Lake, Indian Lake and Sabael

President: Nancy Harding (518) 648-0251

Secretary: Brenda Valentine (518) 648-5636

Vice President: Christine Pouch (518) 648-0782

Treasurer: To be announced

Administrative Assistant: Kristina Eldridge (518) 648-5112

Board Members: George DeChant (518) 648-0787

Aaron Gadway (518) 648-0888

Kate Moore (518) 648-0229

Bill Murphy (518) 648-5508

Mark Sherwin (518) 648-0253

Shop locally in 2012 and support our members!

Welcome...

To our new board members **George DeChant, Kate Moore, Bill Murphy and Mark Sherwin!**

- **George** worked at the Saranac Lake Chamber of Commerce for seven years in public relations and is currently the librarian at Indian Lake Central School.
- **Kate**, a home grown gal, brings marketing experience to the chamber from her work at the Adirondack Museum.
- **Bill**, owner of Protech Audio Corp., chairman of the Jobs committee for Community Planning and board member of the Indian Lake Theater and Indian Lake Library Board of Trustees, brings vast business experience.
- **Mark**, owner of MAS Associates, has been in business for over 25 years and his experience in the corporate environment will advance our efforts to promote economic development.

A great big **THANKS** to our departing board members, **Ingrid Jacobsen, Becky McGill and Jim Meek**, for their years of service!



We do have room for **one** more board member and would love to have someone representing **accommodations**. We are also on the lookout for a treasurer with QuickBooks and bookkeeping experience and this position does not have to serve on the board. If you are interested, please contact any board member or Kristina.

From the chamber office

Did you know in 2011...

... I fielded over 4,776 requests for information via email, phone calls and visitor walk ins. It's a lot of fun finding out where people are from and what

they're looking for while they're visiting. Giving them a great experience is what makes a great memory turn into a repeat visit!

... I dispatched 62 emergency calls for the Indian Lake Volunteer Ambulance Corp from Tuesday through Saturday from 8 AM to 4 PM.

...I have sold over 600 hunting and fishing licenses.

Update your chamber listings!

Please don't forget you can update your listing on the chamber website. This is a great opportunity for you to showcase your business, such as listing specials, promotion packages, change in hours of operation, updating your photos and text and the list goes on! If you have any questions about obtaining a username and password or logging in, please let me know.

While the winter is a slower time of year for visitors, I am working on creating seasonal promotional materials and getting ready for the upcoming spring and summer seasons!

Kristina

President's Corner



My first year as president has been extremely busy getting organized and setting new goals to promote **YOU**, our members, in addition to promoting tourism to increase business for our members. This year your directors are focusing on making the chamber more financially sound by adding fundraising events and looking to streamline the budget.

The chamber budget includes all the same type of expenses any business pays such as payroll, property, workman's compensation and disability insurances,

heat, telephone, electricity, office supplies and other business expenses. While the Visitor Welcome Center is on town property, (we don't pay property taxes), the town doesn't fund any of our expenses, but does help us maintain the physical building and grounds when repairs are needed, thanks to the Parks and Recreation and Highway Departments! Membership dues are just not enough to cover these expenses.

I'm looking forward to my second year as president and growing the chamber! I have one question for all of you. **What would you like to see the chamber accomplish in 2012 to support or promote your business?** You can email me with your thoughts at nharding@citlink.net or please call me at 648-0251.

*Happy New Year,
Nancy*



2011 Year in Review Chamber Accomplishments

- Audited and reorganized financials
- Organized craft show to support WinterFest
- Created a quarterly member newsletter
- Created and provided a membership package
- Created a membership committee to reach out to existing and new members
- Organized the annual Spring dinner fundraiser
- Created a new and improved website thanks to Christine Pouch!
- Re-wrote and updated the bylaws
- Provided support in advertising the 7th Annual Adirondack Birding Festival activities in Indian Lake with signs and sponsored a birding seminar
- Supported the town wide Memorial Day Yard Sale by providing a map of sale locations to visitors
- Sponsored a business mixer for all members
- Supported the Adirondack Mountains Antique Show by using the chamber for information and sharing facilities
- Organized and held the 2nd very successful Great Adirondack Moose Festival thanks to Brenda Valentine
- Organized the annual member's dinner and meeting
- Made physical improvements to the Visitor Welcome Center

- Organized the Country Christmas Tour "Let There Be Lights" lighting contest
- Attended New York State Tourism conference

Volunteers Needed



We realize many businesses are seasonal and we are all busy during the summer months, but if you have an hour or two to spare

and would love to volunteer, please contact Kristina and let her know what you are interested in and what you would like to do. All our events and fundraisers cannot be successful without **YOU!** We would like to create a list of volunteers to call on when we need extra hands!

Volunteering can be anything from assisting in mailings, office work to handing out bottles of water. Any member may chair or volunteer to assist in our projects which include but are not limited to;

- Winter Wonderland Craft Show assisting with set up or clean up and handing out brochures
- Annual Spring Dinner selling tickets, setting up for silent auction, mailings
- Hamilton County Birding Festival delivering signs to participating businesses
- Business mixers or meetings by assisting with organizing the event, mailings, posting flyers and posters, selling tickets at the door
- Great Adirondack Moose Festival with its many activities such as assisting with Children's games, blowing up balloons and delivering them to businesses, setting up signage, mailings, running errands, dressing up in costume, signing in people for guided hikes, manning the Big Moose tent and the list goes on.

Some activities may take 15 minutes and others may take longer, but whatever you can provide will be greatly appreciated!

Annual Member's Dinner Meeting

Our annual dinner meeting was held in October at The Hedges and everyone enjoyed the delicious food and wonderful atmosphere! Thanks to Pat Benton for hosting us.



Highlights included board of director's elections, voting on bylaw amendments and budget, and yearly recap on chamber's activities including details on the new chamber website and Great Adirondack Moose Festival.

The bylaws now provide for closed monthly board of director's meetings; however we are now going to have two open member meetings with one in the spring and one in the fall. Other revisions include listing standing committees, expansion to a maximum of 9 directors on the board, separating the secretary from the treasurer position and description of executive board duties. For further information please visit our website for the complete bylaws.

Attention: Monthly Minutes

The minutes from all board meetings are on our website. In order to streamline our efforts, beginning in January 2012, we will cease sending them out through email. The minutes will be posted within two weeks of the scheduled meeting.

Website Statistics

Here are some interesting statistics compiled between May and December 2011 from our chamber website!

Summary:

Unique visitors=20,691

Number of visits=29,035 (1.4 visits per visitor for an average of 249 seconds or 4 min 15 sec)

Pages=131,049 (4.51 pages per visit)

Hits=1,105,484 (38 hits per visit)

Most Popular Months

1. July – 239,518
2. August – 216,493
3. June – 180,633
4. September – 172,131
5. October – 92,095

Days of the Week Ranked by Popularity

1. Thursday
2. Tuesday
3. Wednesday
4. Monday
5. Friday
6. Sunday
7. Saturday

Most Popular Time of Day

1. 10 a.m.
2. Noon
3. 11 a.m.
4. 3 p.m.
5. 2 p.m.

What Countries are our Visitors from?

1. US – 1,063,149 hits
2. Canada – 13,361
3. Great Britain- 3,175
4. India – 2,485

5. China – 2,279

Most Popular Pages Viewed

1. Accommodations
2. Community
3. Visitors
4. Chamber
5. Attractions

Most Popular Browsers

1. MS Internet Explorer
2. Firefox
3. Safari
4. Google Chrome
5. Android Browser (PDA/Phone browser)

Miscellaneous

81% access our site using Windows

14.6% access site using Macintosh

1.9% access site using Linux (Linux runs on a wide variety of computer hardware, including mobile phones, tablet computers, network routers, televisions, video game consoles, desktop computers, mainframes and supercomputers.

1.5% access site using Unknown

0.2% access site using Java

0.1% access using Blackberry

Project Facelift

The Visitor Welcome Center has been “under construction” for the last few months and while it is not finished, a dent in our wish list has been made! As a reminder, Project Facelift began as a project to reorganize and enhance the interior and exterior of the chamber building, not just in appearance, but in functionality. Volunteers involved in the project are Brenda, Christine, Nancy and Kristina.

Accomplishments to date are

- ✓ New outdoor bulletin board to display member and community information compliments of John Rathbun's Industrial Arts student, Edwin Bennett
- ✓ Flower bed and flower box floral creations and maintenance donated by Pat and Mary Leonard, Garden Club
- ✓ Painting the chamber trim on the building to create a story book look making the building more noticeable



- ✓ Replacing the electrical heat with a more cost effective propane gas furnace
- ✓ New curtains compliments of Becky McGill, Lone Birch Motel

- ✓ Upgrading the bathroom with a new water conservative toilet (thanks to the June Business Mixer) and new sink and cabinet complements of Parks and Recreation Department after a visitor damaged the sink
- ✓ Redesigned the display area to create a more inviting atmosphere for visitors with two upholstered chairs donated by Tim Pine and Nancy Harding
- ✓ Reorganized the office area with new free standing shelving units for office supplies and brochures



Items we are planning in 2012 and beyond include;

- Replace the two outdoor lighting fixtures with something more attractive and energy efficient
- Replace the current fluorescent light fixtures with more energy efficient lighting
- Short free standing book shelves to display promotional material
- Storage unit to house broom, mop and cleaning supplies
- Card racks and business card rack
- New blinds for 4 windows

Long Term Items

- Two new insulated doors to replace current doors
- Replace all windows with insulated and more energy efficient ones

If anyone has any of these items and would care to donate them or make a donation to the building fund, please contact Kristina.

North Country Regional Economic Development Council Thanks Partners and the Public for Participation and Input

The North Country Regional Economic Development Council has been named one of four “Best Plan Awardees” for its Strategic Plan submitted in November. The North Country, which is composed of Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis and St. Lawrence counties, will receive \$103.2 million in state support for 70 projects across the region.

Included in the list of projects to receive funding in Hamilton County are:

1. Hamilton County will provide broadband access throughout its 1,800 sq. mi. area. \$472,000.00

2. Construction of 25 miles of fiber optic cable from Tupper Lake, Franklin County to Long Lake, Hamilton County. \$596,000.00
3. Establish the Hamilton County Microenterprise Program, creating at least six jobs. \$200,000.00
4. Piseco Airport Retrofit - The proposed project will include the installation of a self-serve fuel pump credit card reader at Piseco Airport in the Town of Arietta. The lack of available fuel service on weekdays deters air traffic from visiting Piseco airport causing a negative impact on fuel sales. By adding a self-serve 24 hour/day fuel system, the airport is expected to significantly increase fuel sales, in turn generating more revenue for the Town. \$52,650.00
5. Hamilton County and the Adirondack Partnership will advance park-wide revitalization efforts and allow local communities to develop revitalization strategies in keeping with their community vision and goals. \$250,000.00

Please visit the following website for more details!

www.nyworks.ny.gov

Upcoming Events

- WinterFest Mardi Gras** – February 17-19
Chamber’s Winter Wonderland Craft Show at ILCS Cafeteria on February 18 and 19.
- Chamber Annual Spring Dinner Fundraiser** – April date to be determined
- Memorial Day Town Wide Yard Sale** – May 26-28
- 8th Annual Adirondack Birding Festival** – June 9-10
- Black Fly Challenge Bicycle Race**, Inlet to Indian Lake – June 9
- 1st Annual Chamber of Commerce Golf Tournament** – July 28
- Adirondack Mountains Antique Show** – Sept 14-16
- 3rd Annual Great Adirondack Moose Festival** – Sept 22 & 23