



VILLAGE CHAT - IRVINGTON, APRIL 20, 2023

9:00am Zoom

In attendance:

Mayor Brian Smith, Stacey Ciaravella (Village Rep, Community Living Media), Nicole Vallerio (Village Rep - Falena), Charlie Rice (Village Rep - Insurance on Hudson), Regina Reyes (Chamber Executive Director), Danielle Centofanti-Davidson - Main Street Business Strategies

Meeting Notes:

- Introduction to two new Irvington Village Reps: Nicole Valerio of Falena and Charlie Rice of Insurance-on-Hudson
- Need to increase Chamber participation among Irvington businesses. Current efforts include member information sessions, updating Chamber records on new and existing businesses; emailing invitations to businesses to attend Village Chats, and distribution of flyers.
- Mayor Smith will connect Chamber to Buildings Dept rep that can serve as a funnel of information about any new businesses that open in Irvington. The Chamber can create a welcome packet with Chamber membership information.
- Discussion of Chamber support to businesses interested in ribbon-cutting ceremonies
- Discussion on how to shift business mindset from “What do I get out of Chamber membership?” to “As a business member, how can I do my part to ensure Irvington continues to thrive as a business community?”
- New chamber initiatives: First Annual Golf Classic, return of Rivertowns Public Market (the next one will take place in Irvington), Halloween Ghost Tour, Taste Local food tour (which was very successful last year), Holiday Trolley, Gift Guides, and Women’s Social.
- Chamber and Village Reps will brainstorm on ways to get Chamber members together to discuss common issues that business owners may be experiencing in an effort to resolve problems collectively, i.e. lunch and learn format, as an example

- Chamber events tend to focus on Q4 for various reasons (including budget and coordination with village schedules), but open to ideas of events being planned earlier in the year. Nicole to research more.