

# Minutes for June 12, 2024, General Chamber Meeting

Meeting called to order by Danielle Centofanti-Davidson at 5:43pm

Welcome/Opening Remarks-Danielle Centofanti-Davidson

Thank you to Divino for hosting and having the June meeting

#### **County Update**

- Shari Ascher from the County spoke:
  - Here to help with small business needs
  - Upcoming event in Fall for Multi Chambers in conjunction with the Office of Tourism and the film industry..

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### **Chamber Update**

- Welcome new members (see at end of minutes)
- Danielle Centofanti-Davidson gave a midyear review.
  - Chamber has increased social and digital media efforts to increase exposure for members and member events.
    - Increased reach by 85% across Instagram (Jan 1 June 12).
    - Increased reach by 77% across Facebook compared to same time last year
  - o Held our first annual Member Appreciation party
  - o Completed 5 Chamber Virtual Classroom Sessions
    - Next virtual classroom session will be in September
      - Next one will be SEO 101 on September 27th hosted by Rich Lamendola of Brand Bliss
  - Women's Social
  - 2 virtual village chats per town (Irv, ardsley, dobbs, hastings)
    - Will pick back up again this September
  - Chamber co-hosted several ribbon cuttings and 5 year anniversary celebrations
    - 3 more ribbon cuttings this June
      - Ludy Cafe on June 15.
      - Parlor Dental on June 18.
      - Hi There! On June 26.
  - Taste Local
  - The Chamber tabled at the Opportunities and Resources for Small Business event

### **Upcoming Community Events**

- o Abbott House x Chamber Digital Fundraiser throughout June
  - Instagram-based fundraiser starting 6/17 through 6/30
  - Auctioning off prizes, packages, services, and donations from Rivertowns Chamber and Community members.
  - 50% of the proceeds will go toward Abbott House's and 50% will go toward the Rivertowns Chamber's
- The Chamber's 2nd Annual Chamber Golf Open
  - Monday, September 16 at Sprain Lake Golf Course in Yonkers
    - Looking for sponsors, please contact the Chamber if you would like to sponsor or have a connection to a sponsor.

Location

- Membership Works launching this summer
  - All members will have the opportunity to log into an account, view updates from the Chamber, sign up for events directly, see what discounts are available between Chamber members, etc.
- Openings to host Chamber Meetings at your place of business
  - Contact Chamber if interested

Name

## Meeting adjourned 5:56pm

NEW MEMBERS since May 2024

Business

Rivertowns Plants & Gifts	Nadine Deghan	Hastings
Klein Greco & Associates LLP	Richard Klein	Pleasantville
Bruno CPA & Associates	Steve Bruno	Yonkers
Atria Senior Living	Jason Shott	Ardsley