

**Mixer Committee  
Meeting Summary  
May 20, 2010**

**Present:** Joe Hayes, Chair, Chad Bell, Rachel Keach, Dain Herring

**Last meeting summary & Committee Goals** – reviewed.

**Getting Additional Volunteers** – Joe anticipates Jeremy Lesniak, Vermont Computing and Edvin Zahirovic, A wireless Solution to attend meetings to see if they want to join the group. It was decided to look at those folks who have attended mixers over the last year and choose some to join the group. The full list can be found at: <http://central-vt.com/chamber/committees/mixer/>

**Review Mixer History** – Looking at comparisons of last year's mixers it shows that attendance is slipping as opposed to growing. Discussion included:

- April 15<sup>th</sup> low attendance may have been due to the great weather – spring good weather days are hard to compete with because folks just want to putter outside. We should take this into consideration when scheduling next year's mixers.
- We need to be vigilant about making calls and getting people there
- There was question whether cost is keeping some folks back (\$10 for members; \$20 for non-members). The non-member rate was questioned. The mixers are specifically designed for our members to have good networking opportunities, and not charging a higher price for non-members could diminish the value. To help determine if the cost is TRULY a concern, the Chamber will allow each volunteer to use \$40 to pay for guest attendance. This would allow two non-members or four members. PLEASE keep in mind that the goal is to increase attendance. Do not plan to use this on the same guest twice; to bring co-workers, set. It is intended to get someone there to see the value so they will come next time, and the time after, etc.

**June Family Mixer w/ Mountaineers** – Wednesday June 16<sup>th</sup> 5 – 6:30 immediately followed by baseball game at the Montpelier Recreation Field, sponsored by Northfield Savings Bank and Union Institute.

- Registration: Children under 18 free, all includes BBQ and game ticket.
- Dain will call Renee at Hartigan to check if she can help at registration with her
- Rachel will be available for 50/50 sales at registration
- Joe will do announcements or draft Steve if he can't make it
- We need other committee members to supervise parking and the bounce house
- We will have a Real Bounce house available for the kids
- We've invited the mascots from Ag Dept, Mountaineers, Frost Heaves, Ravens
- We have Pete and Damian doing the BBQ again
- Maple creamies for desert, 3 family door prizes, children entry gifts
- We are checking to see if we can get either an announcement at the game before or have flyers at that game about Chamber Night
- We will bring the Chamber banner for better exposure

### **August, October and December Mixers –**

- Dain will check with BC/BS about sponsoring the October mini-expo
- Since October has the mini-expo theme and December is the Holiday mixer, it was decided that we would have a theme for August, and get two sponsors at \$200 each to spotlight, and a food sponsor as well if possible. It was felt that this would provide a focus and get more people to attend.
- The theme for August will be Total Wellness. We will approach a fitness center and the hospital wellness program to sponsor and NECI for the food sponsor. Each sponsor will get about 5 minutes to speak.
- Sponsors will be allowed to set up a station or two for demonstrations that people can participate in or not.
- The focus will be on how anyone can fit more exercise in their day; handle stress better; eat healthier. How small businesses can provide wellness incentives to employees.