



Meeting Notes April 23 5:30PM Verona Library

Attendees:

Kerry Metzger, Jack MacEvoy, Anne Lisa, Marilyn Burgos, Karen Jung, April Lehman, Hannah Kern, Ken Frazza via phone.

Agenda & Discussion

Wellness Fair – Update

- **Vendors:**

14 vendors are currently confirmed, including 2 food vendors.

Vendor participation will be capped based on specialty.

Once payment is received, Ken will list vendors on the Chamber website.

- **Event Layout:**

The conference room will host all presentations.

Wall space sponsorship opportunities will be offered for those unable to attend in person.

- **Children's Activities:**

Explore adding a craft table and storytime for children during the fair.

- **Chamber Representation:**

The Chamber table will feature member information and promotional items.

Chamber-branded bags will be distributed to attendees as they exit.

- **Event Materials:**

A printed map of the vendor layout will be provided to attendees.

- **Promotional Efforts:**

Distribute flyers through the Friday Folder.

Post flyers throughout town.

Display a banner at Town Square.

Include an announcement in the township newsletter.

Send promotional emails to Chamber members.

Capstone Program:

- A high school student majoring in Marketing will intern with the Chamber for six weeks.
- The intern will survey local businesses as part of their project.

Open Discussion:

- **Business Engagement:**

Strategies to increase member and non-member participation at meetings and events were discussed.

Regular reminder emails highlighting Chamber benefits were recommended.

Invite members to speak briefly (1-2 minutes) about their business at Meet and Greet events.

Next Meet and Greet:

Date: May 7,

Location: Parkside Social

Next Chamber Meeting:

Date: Wednesday, May 14

Time: 8:30 AM **Location:** Verona Community Center, 2nd Floor

