

Waldwick Chamber of Commerce Meeting Minutes

Waldwick Chamber of Commerce Meeting Minutes

Date: March 19, 2025

Time: 8:30 AM

Location: Waldwick Public Library

1. Welcome & Call to Order

President Stan Kowalski opened the meeting and welcomed attendees. Introductions for everyone attending, we went around the room.

- A motion to approve the February 19th meeting minutes & accept them was made by Giuseppe Cascio and seconded by George Reskakis. Motion approved.

2. Borough Update – Mayor Tom Giordano

Mayor Tom Giordano provided an update on town activities:

- The Borough is currently working on the 2025 municipal budget.
- Efforts are underway to improve traffic and safety, in collaboration with the BOE.
- He emphasized the Borough's commitment to supporting local businesses and encouraged all to sign up for the town's weekly email updates to stay informed.

3. Chamber Updates – Stan Kowalski

- Chamber Membership Renewals: March is renewal month. Members are asked to renew online by March 31, 2025. Current membership includes 126 members (104 business / 22 nonprofit; 40 regional).
- New Member Welcome: The Chamber welcomed Freedom Bank, represented by Jessica Colon.

4. Upcoming Member Events

Stan reminded members to support fellow businesses and attend the following events:

- March 20: Dueling Pianos to benefit Families for Families
- March 22: 2nd Anniversary Celebration – A2Z Eyecare
- March 22: Alzheimer's Walk Kickoff – hosted by Jim Prussak- Applause Home Care
- March 27: Hope with Christina – Beefsteak/Cornhole Tournament
- April 3: Dueling Pianos "Keys for a Cause" – benefiting Bergen Volunteers
- April 4: Grand Opening – Coban Computer Solutions, Midland Park

5. Waldwick Business Passport Program

Presented by Tracey Infield and Jennifer Miano:

- The 2nd Annual Passport Program will run this summer (June–August).
- Businesses can participate by hosting in-person or online challenges as part of a scavenger hunt-style engagement campaign.
- The program promotes community engagement, increased foot traffic, and online/social media visibility.
- Members are encouraged to: Submit forms to participate, Volunteer to assist with prize donations, Offer to serve as passport pickup/drop-off locations

6. Taste of Waldwick

- Tentative Date: October 13, 2025
- Location: Village School Auditorium, offering a larger space and kitchen access.
- Volunteers are needed to help coordinate and support the event. More information to follow.

7. 17th Annual W5K Run

- Date: May 4, 2025 (Star Wars Theme)
- Currently registered: 160 runners, 9 walkers
- Sponsor registration deadline: April 4, 2025
- 26 donors have contributed \$790 to Alex's Lemonade Stand
- 2024 W5K donations totaled \$42,000 across 40 organizations
- Next W5K Committee Meeting: March 24

8. Guest Speaker – Kris Scheufele: AI & Marketing Tools for Small Businesses

Kris delivered a presentation on tools and platforms to help businesses with marketing, communication, and lead generation:

- Gamma.app: Instantly creates presentation decks
- ChatGPT: Assists with developing marketing plans, social posts, ad copy, flyers, customer service responses, and competitive analysis
- GoHighLevel.com: A CRM tool that integrates with AI tools for lead capture, landing pages, and client communication
- Encouraged members to start small and integrate these systems gradually to maximize growth
- Highlighted the importance of a strong LinkedIn presence and online visibility

9. Attendance

Stan Kowalski, Giuseppe Cascio, Dave Barthold, Greg Butler, Julie Pignatelli, Natalia Arciszewski, George Reskakis, Chuck Farricker, Mary Beth Nappi, Nick Stratton, Tracey Infield, Jennifer Miano, Chip Yerger, Brian Mackey, Jessica Colon, Karen Stirer, Kris Pepper, Sharon Natler, Jeanne Patrician, Marcus Rizzato, Barry Holdsworth, Ernesto Enriquez, Amanda Krakowiak, Kris Scheufele

10. Next Meeting

Date: April 16, 2025

Location: Waldwick Library

Time: 8:30 AM