

McCloud Chamber of Commerce  
Regular Meeting Minutes  
March 2, 2022  
Rescheduled from February 23, 2022

Invitees: President Airiel Scotti; Vice President Darlene Mathis; Treasurer Amber Debon; Secretary Sybil Stewart; Directors Leslie Johnson, Julie Ponzini, Judy Sarti, Steve Richardson, Mark Trent; Executive Director Jeana Ronfeldt; all chamber members.

I. Call to Order: 6:06 pm.

II. Establish Quorum:

Board Members Present: President, Airiel Scotti, *zoom*; Vice President, Darlene Mathis; Treasurer, Amber Debon; Secretary, Sybil Stewart; Directors Leslie Johnson, *zoom*; Julie Ponzini, *zoom*; Steve Richardson; Mark Trent. A quorum was present. Others Present: Jeana Ronfeld, Executive Director; Jaden Quiring. Board Members Absent: Judy Sarti;

III. Public Comment:

Jaden had questions about band participation at the Mushroom Festival. A chamber director will follow up with him.

IV. Approval of Minutes from Previous Meetings:

A motion was made by Amber Debon and seconded by Mark Trent to approve the minutes of the regular meeting of January 26, 2022. The motion passed.

V. President's Notes:

See Pub Crawl and Mushroom Festival.

VI. Financial Report:

- a. Chamber Financial Status: Amber reported a bank balance of \$25197.71. There was discussion on obtaining tax preparation services. Julie has some information.
- b. Grant Status: Amber reported that we have received the grant in the amount of \$5000.

VII. Standing Committee Reports:

a. Marketing:

Darlene reported on the last TBID meeting. She said there was discussion on distributing some funds. There are two application dates, one in March for events and one in July for Marketing.

b. EDD:

Darlene reported that she has submitted a letter to the Siskiyou Economic Development Committee regarding a historic revitalization grant. It's a Paul Bruhn Grant for historic rural communities. She referenced the hospital building and the dance hall in the letter.

c. Website, Office and Social Media:

Jeana has met with Anne Marie and will have a summary of improvement recommendations for the website at the next meeting. It may be that basic updates are done initially with more significant changes done in July. There was discussion on using another domain, which currently is owned by another business. Steve will follow up with that business owner and determine if there is any possibility of purchasing it.

VIII. Special Committee Reports:

a. Beautification

Steve will resume work on historic district signage. An estimate of costs is needed. The plan is to have them made and we will do the installation. There aren't as many Deadwood crews as in the past so that may not be an option for labor on the fencing. There was discussion on getting a cleanup crew together for Earth Day which is in April. There was discussion on enhancing the North Main Street Park area. Jeana, Airlie and Amber will follow up with their personal contacts for landscaping and other related improvements.

b. Events:

St. Paddy's Day Pub Crawl: Airlie reported on the event. The businesses that are participating are Squaw Valley Riding Club, Axe & Rose, American Legion, White Mountain, McCloud River Inn B & B, McCloud Meat Market - Harvest, Floyd's. A motion was made by Airlie and seconded by Amber to approve the participation of Clearwater under their membership of McCloud Outdoors. The motion passed. Amber will follow up with Clearwater and Darlene will follow up with Siskiyou Brew Works.

Mushroom Festival: The budget for Mushroom was presented. The total music expense was corrected to \$5000. There will be six bands. A motion was made by Amber and seconded by Mark to rent a stage from Weed Chamber of Commerce for \$450. The motion passed. There will not be any workshops. There was discussion on the mushroom dinner and venue options. \$65 is the estimated cost for a dinner ticket. Darlene will check with local participating businesses to determine if they want to go ahead with the dinner.

IX. Old Business:

a. South County Job Fair:

There wasn't enough interest to proceed with this event.

b. L.A. Tourism Event:

This event is in May. The check for our participation and our *event and eat stay play cards* were picked up.

c. Volunteer Appreciation:

Judy reported that thirty one people have signed up. The menu will be pulled pork on a bun, a salad, and dessert provided by Julie. The dinner is March 11th at 6:00 pm at White Mountain Cafe.

d. Sponsorships - set a Meeting Date:

Event chairs will meet on Wednesday March 16th at 11:00 am to determine the specifics of which sponsors should be contacted for each event.

e. Board Retreat:

Tabled.

X. New Business:

a. High School Golf Team Fund Raiser :

Following discussion there was consensus to have the fund raiser set up on our website.

b. Membership:

Following discussion, there was consensus to modify our website to have a general listing of all businesses in the community, at no charge. This may encourage businesses to purchase a membership when they see all of the options and advantages that paid members have. Letters with an event card included will be sent out to those members who have not yet paid their 2022 membership dues.

The next meeting is March 23, 2022

The regular meeting adjourned at 7:50 pm.

Notes taken and transcribed by chamber Secretary, Sybil Stewart.