

McCloud Chamber of Commerce
Regular Meeting Minutes
March 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: 6:05 pm.

II. Establish Quorum:

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

III. Public Comment:

Ron Harrington from After Five Magazine reported on the visitors event in Los Angeles. He said they were the only business represented from north of Sacramento. He had taken our chamber Event cards and Eat, Stay Play brochures to hand out. The event was well attended. There was discussion on placement of a Mushroom Festival ad in After Five Magazine. The deadline is April 15th, no action taken. The Visitors Guide comes out in May. They print 75,000 copies. A rate sheet was provided, no action was taken.

Jaden Quiring expressed interest in having a music event to replace Bluegrass. There was discussion on options for doing this. Jaden will work up a proposed business plan and bring it back to the chamber board.

Angelina Cook presented a concept that she is working on that would establish discount cards for use at area businesses.

IV. Approval of Minutes from Previous Meetings:

A motion was made by Judy Sarti and seconded by Amber Debon to approve the minutes of the regular meeting of March 2, 2022. The motion passed.

V. President's Notes:

Discussed in Beautification and Events.

VI. Financial Report:

- a. Chamber Financial Status: Amber reported a bank balance of \$28288.01.

VII. Standing Committee Reports:

a. Marketing:

Darlene has contacted Heather at TBID regarding the event grant opportunity. We did not take any funds from the last TBID. The Event Grant window has been postponed to April. "Redding Buzz" will be in McCloud to do a storyline for the April - May segment. They will film for two days, next Weds and Thurs, to possibly be changed to Thurs and Fri.

b. EDD:

CDBG grants are available. The MCSD is the only local entity eligible to receive one. There was some discussion on the \$175,000 park grant received by the MCSD, with a suggestion to meet with the district to discuss it.

- c. Website, Office and Social Media:
Discussed in Old Business.

VIII. Special Committee Reports:

- a. Beautification

Main Street Park Update: Airiel has spoken with Ritchie Fesler and any park improvement may be inhibited by water restrictions. Judy will contact the MCSD regarding watering. Amber has a contact and will obtain suggestions for park improvement.

- b. Events:

St. Paddy's Day Pub Crawl Followup: Airiel reported on the event. Net profit was \$658. The Chamber funded the gift certificates that were used as the drawing prize. There were suggestions for improvements for the next Pub Crawl. See the separate list of event notes. Airiel sent out thank you cards to the local business participants.

Mushroom Festival: There was discussion on the dinner and venue options. Angelina offered to help with foraging. There will be a mushroom meeting on March 31st at 10:00 am.

Flea Market: There will not be any limits on the number of booths. The appraiser will be on hand and there will be improved advertising for that service.

Motor the Mountain: Tabled.

IX. Old Business:

- a. Membership:

Mark and Jeana will do in person contacts in Mt. Shasta, etc.

- b. Website: Updates and Approval: Following discussion, a motion was made by Amber and seconded by Sybil to approve A for website enhancements. The motion passed. Option A is to stay on square space and redo a few things. Option C will be pursued when more funds are available. Option C will migrate our website to Word Press, at an estimated cost of \$10,000 to \$15,000.

- c. Visitmcloud.com domain:
Tabled.

X. New Business:

- a. Grand Openings - Bogeys, other: Amber will contact Aubrey about doing a grand opening.
- b. Sponsorship Letter Approval: The letters are ready to be sent out.
- c. Office Hours - Volunteer: The current hours are Friday - Saturday, 11:00 to 2:00 pm. Jeana will post a schedule in googledocs and names can be entered there.
- d. McCloud Elementary Sponsor Form: A motion was made by Judy and seconded by Darlene to donate \$200 to the McCloud Elementary School 8th grade trip. The motion passed.

Amber informed the Board that Bruce has volunteered the use of his lift to take down the Christmas tree lights.

The next meeting is April 25, 2022.

The regular meeting adjourned at 8:10 pm.

Notes taken and transcribed by chamber Secretary, Sybil Stewart.