

McCloud Chamber of Commerce
Regular Meeting Minutes
January 26, 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, *zoom*; Treasurer, Amber Debon; Secretary, Sybil Stewart; Directors Leslie Johnson, *zoom*; Julie Ponzini, *phone*; Judy Sarti; Mark Trent, *zoom*; A quorum was present. Others Present: Jeana Ronfeld, Executive Director; Supervisor Criss, *zoom*; Jaden Quiring, Jimmy B., Geezers Hideout, *zoom*.
Board Members Absent: Steve Richardson.

III. Public Comment:

Jaden Quiring was welcomed as a new member. He is a high school student and stated he was there to represent the younger community .

Supervisor Criss reported that a new deputy hire will soon be doing code enforcement. He also reported that there will soon be a new dashboard on the county website.

IV. Approval of Minutes from Previous Meetings:

A motion was made by Amber Debon and seconded by Airiel Scotti to approve the minutes of the regular meeting of November 17, 2021. The motion passed. A motion was made by Judy Sarti and seconded by Amber Debon to approve the minutes of the special meeting of January 18, 2022 as corrected. The motion passed.

V. President's Notes:

Airiell reported that she received information about a tourism event in Los Angeles and there was discussion about the chamber participating. A motion was made by Airiel Scotti and seconded by Sybil Stewart to approve chamber participation. The motion passed. The motion included approval of spending costs of \$200; \$100 for the Eat, Stay, Play brochures, and \$100 for the 2022 Event cards. Airiel also reported that she was contacted by the Siskiyou Economic Development Center with an inquiry about the McCloud Chamber hosting a job fair in south Siskiyou County. The consensus was to query local businesses if they would participate if a fair is held and a decision will be made based on their responses. A google form will be used to do the queries.

VI. Financial Report:

- a. Chamber Financial Status: Amber reported a bank balance of \$18,932.
- b. Grant Status: Amber reported that our application is supposedly still in review. She also reported that she has been searching for other grant opportunities, using her membership with California Grant Watch.

VII. Standing Committee Reports:

a. Marketing:

No report. It was suggested to get a marketing budget established. There was discussion on the role of the chamber and interactions with the local businesses. Local businesses Have the capability of updating their profiles on the chamber website.

There was a suggestion to get input from the local businesses on what visitors to McCloud are interested in and enhance the website to attract more visitors.

b. EDD:
No report.

c. Website, Office and Social Media:
There was discussion on upgrading the website. Jeana will research costs and have an assessment done of the website and obtain suggestions for improvement.

VIII. Special Committee Reports:

a. Beautification
No report.

b. Events:

- Event Card Final Approval:
The golf tournament name was changed to “Birdies and Brews”

IX. Old Business:

a. Vendor Fees:
Following discussion there was consensus to keep the vendor fees the same and not do any increases this year. One change suggested for the Apple Harvest Festival is that the food vendor fee will be \$200 with a late registration fee of \$250. There was additional discussion on the difficulties that food vendors encounter when doing the permit process at the County. Jeana will discuss this further with Supervisor Criss. There was a suggestion that the Motor the Mountain same day registration fee not increase to \$45. It will be \$35.

b. 2022 Sponsorships:
Following discussion there was consensus to keep the sponsorship levels the same. Event chairpersons will select their preferred sponsors with all requests being sent out at the same time. A due date will be specified on the request form.

X. New Business:

a. Volunteer Appreciation:
A motion was made by Judy Sarti and seconded by Amber Debon to have a Volunteer Appreciation event on March 11th. The motion passed. Judy will check with White Mountain Cafe on using it as the venue. The hours will be 6:00 to 8:00 pm. Judy and Jeana will chair this event.

b. Board Retreat:
Tabled to next meeting.

The next meeting is February 23, 2022

The regular meeting adjourned at 7:47 pm.

Notes taken and transcribed by chamber Secretary, Sybil Stewart.