

**McCloud Chamber of Commerce**  
**Regular Meeting Minutes**

November 29, 2017 6:00 p.m.  
Chamber Office

Type of Meeting: Regular Meeting of the Board of Directors

Meeting Facilitator: Claudette Silvera

Invitees: President Claudette Silvera; Vice President Darlene Mathis; Secretary Sybil Stewart; Treasurer Marianne Endoso; Directors Kathleen Gardner and Robin Hickman; all chamber members.

**I. Call to order:** 6:00 p.m.

**II. Roll call:**

Board Members Present: Claudette Silvera, Darlene Mathis, Marianne Endoso, Sybil Stewart, Kathleen Gardner, Robin Hickman

Board Members Absent: None

Others Present: Jenny Shirley

**III. Public Comment:** None

**IV. Approval of Minutes From Last Meeting:**

A motion was made by Robin and seconded by Kathleen to approve the minutes of the regular meeting of October 15, 2017. The motion passed.

**V. President's Notes:** None.

**VI. Financial Report:** Marianne reported a balance of \$13,922.18 in the checking account. This represents activity through November 22<sup>nd</sup>. She is getting documents together in preparation of tax filing.

**VII. Standing Committee Reports:**

- a) Marketing/Advertising: Darlene reported that the committee met this week to work on the 2018 events card. The accommodations guide has been reviewed and is being updated. An advertisement is being placed in the Mt Shasta Herald for our McCloud Christmas activities. It will run for three Wednesdays at a cost of \$775. The chamber will pay half and other businesses the remaining half.
- b) EDD: There is a new Siskiyou County Health Inspector and he has been in contact with several of the local business owners. New regulations are pending regarding food handling and this will have potential impact on some of our events. Claudette will contact him to obtain further information.
- c) Social Media: A paper report by Chelsea Johnson: I am incredibly pleased with the engagement we received over the course of this last month on our Facebook page. We gained 23 new "likes" a 35% increase from those gained in the previous month. We also saw a 38% increase in post engagement! Throughout November, I have had many people tell me both on Facebook and in person how excited they are about the things they are seeing on the page and just the Chamber's promotion of McCloud in general. After struggling to log into our old Instagram account, I decided the best course of action was to start a brand new account and link that to our Facebook page. I am excited to promote that account in December and begin finding my "groove", so to speak, with Instagram and using that to bolster our Facebook interactions as well! Since Instagram centers on using pictures for posts, I plan to use it primarily to highlight the winter scenery of McCloud.

Starting next month as well, I will place greater emphasis on what our businesses have to offer in the way of winter activities and comforts.

#### **VIII. Special Committee Reports:**

- a) Bluegrass: No report.
- b) Bike-toberfest 2018: Tabled.
- c) Apple Harvest: Need to get wrap up report from Carol.
- d) Dog & Pony: Consensus was that it went well and was well attended. Some suggestions for next year: No sirens as they bother the dogs; need a better sound system; shorten the amount of time speaking about each dog; possibly have just one fire department vehicle and have the firemen walk the route with “boots” for collecting donations for their association; possibly make announcements about donating to Dog and Pony and inviting folks to Christmas Magic.
- e) Christmas Magic: 1800 new lights have been purchased for the tree. Hanging of the lights was last weekend and was fun! Many thanks to Bruce Berlinger (provided and manned the lift) and the many others who helped!

#### **IX. Old Business:**

- a) Membership Drive: Thirty seven memberships have been received to date.
- b) Newsletter: The newsletter has been printed and is ready for distribution. Suggestions for the spring newsletter are articles about the schools and an emergency notification system.
- c) Enhancement of Town Entrance: Tabled.
- d) Split Rail Fencing: Tabled.
- e) Discuss Medicinal Marijuana Workshop at Mushroom 2018: Tabled.
- f) Pruning Trees: We need to develop a plan and have a subcommittee. Volunteers for the committee are Darlene, Marianne, and Jenny.

#### **X. New Business:**

- a) Executive Director Proposal: Claudette is putting together a proposal. She has collected some information from the Dunsmuir Chamber. Funding possibilities for this position need to be determined.
- b) Goals for 2018: Tabled.
- c) Annual Meeting: The meeting will be on February 28<sup>th</sup>, upstairs at the Mercantile, catered by the Meat Market.

The next meeting is scheduled for January 24, 2018, 6:00 pm at the chamber office.

**Adjournment:** 7:29 p.m. Notes taken and transcribed by Sybil Stewart, Secretary