# McCloud Chamber of Commerce

# Regular Meeting Minutes

May 24, 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, Robin Hickman, and Carol Zacher; all chamber

members

1. **Call to order:** 6:04p.m.
2. **Roll call:**

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

Board Members Absent: Carol Zacher

Others present: Lynne Butler.

**III. Public Comment:**

None.

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

A motion was made by Kathleen and seconded by Marianne to approve the minutes of the regular meeting of April 26, 2017. The motion passed.

**V. President’s Notes:**

None.

**VI. Financial Report:**

Marianne reported that the checking account balance is $7,739.18. An extension was filed for 2016 taxes with CPA Firm Aiello, Goodrich and Teuscher. There was a request that Marianne do a comparison of event budgets with the actuals, and as they occur.

**VII. Standing Committee Reports:**

1. Marketing/Advertising: Darlene reported there are four or five businesses interested in advertising in the San Francisco Chronicle. There wasn’t any interest in advertising in the Epoch Times. There will be a TBID meeting in Mt. Shasta on May 31st. Darlene is unable to attend, perhaps Cindy Rosmann will attend.
2. Economic Development: There is a meeting pending to discuss the McCloud General Plan. The details aren’t yet available.
3. Social Media: Chelsea has started work on the Chamber Facebook page, scheduling 3 original posts each week. Recent posts highlighted the upcoming Mushroom Festival, and future posts will be directed toward Flea Market and summer recreation. She hopes to put together 2 blog posts each month, both of which would be posted on Facebook. Page likes totaled 1,889 as of May 1st. As of May 23rd, that number was up to 1,959. This should result in increased engagement and dissemination of Chamber posts and promotions. Chelsea personally visited all our member Facebook pages and is currently “following” their posts to create a greater resource for sharing information. She is working on a strategy to improve sharing of Chamber posts by Chamber members and followers.

**VIII. Special Committee Reports:**

1. Mushroom Festival: Darlene reported that the workshops are set. Attendees will purchase a bracelet for $5.00 which will provide access to all of the workshops. The exception is the foraging workshop which will cost $50.00. Tickets/bracelets will be purchased at the Chamber Office. Claudette is in charge of the set up and take down of the festival and will be using hired helpers. Chairs will be borrowed from the McCloud’s Firemens Association. It was suggested that there should be an earlier cut- off date for vendor registrations.

b) Flea Market: Claudette reported that the registrations are coming in and everything is going well.

**IX. Old Business:**

1. Move Power Pole to Main Street Park: Claudette reported that Michael Schwab from the McCloud Clinic will make arrangements with Pacific Power to have the power on the poles in question checked.
2. Event Budgets: Still waiting on budgets for Bluegrass and Apple Festivals.
3. Trees at Main Street Park: The tree trimming is one third complete. The trimming needs to be finished. Lynne suggested a person that may be able to do the job. Thanks to Stephanie Burris for mowing the area. Rick Hanson has volunteered to install pvc pipe for watering the area. The clinic needs to be contacted about their part of the responsibility for this pipe installation.
4. Enhancement of Town Entrance: Lynne reported that the cyclone fencing on all four corners of the central entrance has been repaired by Cal-Trans. A drawing of the proposed enhancement needs to be presented to Cal-Trans for their approval. Brian Hanson does metal work and Lynne has sample photos for reference. Steve Richardson will make arrangements for the Deadwood Conservation crew to install split rail fencing in designated areas. Priscilla and Claudette will make the contacts to obtain the fencing materials. A motion was made by Claudette and seconded by Sybil that Steve Richardson proceed with arrangements for the Deadwood crew. The motion passed.
5. Event Supplies and Budget: The sandwich boards being made by McCloud High students are almost complete. A motion was made by Claudette and seconded by Marianne that Amy Bourke be compensated $100 for each chamber event that she photographs. The motion passed. The photos will used on the chamber website and on Facebook.

f) Newsletter: The first chamber newsletter was published in April to great reviews! There will be a second one published in the fall.

g) Elections for Directors in October 2017: Carol will not be serving another director term. Some names were suggested as possibilities to fill the vacancy.

**X. New Business:**

1. Advertising – General Discussion: A plan needs to be developed to target specific areas and establish dates. Suggestions can be directed to the Marketing Committee.
2. Event Planning: Tabled.
3. Discuss Cost of Events in 2018: Tabled.
4. Discuss Workshops at Mushroom in 2018: Tabled.
5. Sign Removal: The sign at the east entrance to town needs to be moved. It is on private property. Robin volunteered to speak with Tony and Sybil volunteered to speak with Amber about possible placement on their properties at the central entrance.

The next regular meeting is June 28, 2017 at 6 pm.

**Adjournment:**  7:25 p.m. Notes taken and transcribed by Sybil Stewart, Secretary