

McCloud Chamber of Commerce
Regular Meeting Minutes
March 27, 2024

Call to Order: Quentin Zahara called the meeting to order at 6:06 pm.

Establish Quorum: A quorum was established with all Board Members present: President, Quentin Zahara; Vice President, Darlene Mathis; Treasurer, Amber DeBon; Secretary, Chris Driscoll; Directors: Julie Ponzini, Judy Sarti, Angelina Cook, Zack Griset, and Missi Bullington; Executive Director, Jeana Ronfeldt; Members present were Deborah Van Blarcom representing the American Legion and Kristin Cunningham, owner of McCloud Dance Hall.

Public Comments: Deborah Van Blarcom made a request for the American Legion to have a booth at the Mushroom Festival. Their “Crafting for Vets” group would like to sell products to raise funds, and also to provide membership info. While there isn’t any festival space available, Darlene offered space in the Mercantile building hallway. The front porch of the Heritage Museum may also be a possibility. Judy questioned where private property ends and festival space begins. There was a discussion whether non-profits pay for booths at festivals. Jeana said they typically pay half-price, \$80 vs \$160 for other vendors.

Kristin Cunningham wanted clarification about member benefits. She is a new business and has not felt that the Chamber is helping her to promote her events, and even felt she was in competition with the Chamber. Missi pointed out that it is Chambers' job to promote their members' businesses. Chris is also a new member and noted that member benefits were on the agenda to be addressed later that evening.

Approval of Regular Meeting Minutes:

Amber moved, seconded by Judy, to approve the minutes from the February 28, 2024 meeting after a small correction to the Treasurer’s report. The motion passed unanimously.

President’s Notes: Quentin Zahara

Nothing to report

Financial Report: Amber Debon

The financial report was read and accepted. See financial documents for details.

Standing Committee Reports

A. **Marketing Committee - Darlene Mathis:**

2024 event [rack] cards are finished and out. McCloud event advertising will be coming out in the Northstate Visitor's Guide.

B. **Economic Development Committee - Darlene Mathis, Angelina Cook**

LAFCO (Local Area Formation Commission) will be meeting on April 9 at the courthouse in Yreka. Darlene explained the idea of McCloud incorporating as a city. Dunsmuir, Chico, and Etna are examples. Deborah Van Blarcom commented that she was living in American Canyon when they incorporated and would not recommend that for McCloud.

Angelina attended a meeting of the Collier Interpretive Center held in Shastina on March 26. This interpretive center is located at the I-5 rest area near the Klamath River just north of Yreka. They encouraged us to send promotional materials, and have volunteer opportunities available. Some BOD members asked if the advertising space was free since some recall that it previously cost about \$1500. Also, the meeting moves around Siskiyou County and they could have one in McCloud July 23 if we would like.

Angelina mentioned that the Volcanic Legacy Scenic Byway has a marketing promotion [VOLCANIC LEGACY MARKETING PROGRAM \(revv.co\)](#) as does Discover Siskiyou. Darlene added that Discover Siskiyou does provide money and anyone having an event can apply for funding. [Event Marketing Program — Discover Siskiyou Tourism Improvement District](#) See website for details.

C. **Website, Office and Social Media Report - Jeana Ronfeldt, Zack Griset**

Zack reported that he had logged 5 hours so far and he expects the new website to be ready by the end of next week. He needs to migrate our current SquareSpace website over to Wix.

Jeana reported that our Facebook posts have reached 54,600 people.

Special Committee Reports

A. **Beautification- Judy Sarti, Amber DeBon**

Zack has been helping Ron Mort with the fencing along Hwy 89 from Main St all the way up to Columbero. It is looking great! Expenses so far have included \$1000 to Ron and another helper for labor and \$712.08 for supplies. With the project not completed, more supplies will be needed including some expensive, super long screws needed to hold the railings to the posts. They are re-using available materials and Ron as well as Martin [Glenn] have donated logs to the project.

Amber from the McCloud Market offered to donate \$500, and Judy Sarti said that the Heritage Center offered to donate some money, the amount to be determined at their next meeting in April or May. It was suggested that we ask for \$1000.

Amber made a motion for the Chamber to provide an additional \$2000 for labor and materials, which was seconded by Missi with unanimous approval by the BOD.

Jeana was contacted by a former volunteer wanting to add plants and landscaping in the front of the Chamber offices. Many commented on what good work she does.

Amber motioned to approve \$500 for the plants, Julie seconded, motion passed.

The fountain in front of the Chamber is expected to be up and running by next month. This is being done by [building owner] Dan Simons.

B. Events

Mushroom Recap

The workshop flyer is ready and Forest Service permits are in the works. An amazing series of speakers are lined up. The Chamber asked Kristin if they could host the mushroom cooking class in the kitchen at the Dance Hall. It still needs to be determined if the Dance Hall has a designated commercial kitchen.

We discussed whether to move the wine walk away from Lawndale as the boundary cones required by ABC keep people from going up the hill to McCloud River Inn. Zack proposed saving this discussion for the next Mushroom festival committee meeting on Tues and everyone agreed.

Next meeting of the Mushroom committee is Tues April 2 at 11:00 am.

Discussion about the Tapas trail and what restaurants would participate – McCloud River Inn, Axe & Rose, Sage, Meat Market and possibly Brew Works. As we considered the logistics of what the Chamber would charge, how to collect the money, and how to reimburse the restaurants, it was eventually decided to just promote a pub crawl and not to sell tickets. The Chamber does not need to make additional revenue, and it frees the restaurants to prepare and serve whatever they like. Judy Sarti motioned to move the Sunday Tapas Trail to a Saturday night pub crawl, Chris Driscoll seconded. It was approved for Pub Crawl on Saturday May 25 from 6-10 pm.

Flea Market Chair

Amber graciously volunteered to chair the Flea Market. Thanks, Amber!

Old Business:

Amber wanted to take a moment to thank Chamber members & the owners of the McCloud River Inn, Julie and Dan Ponzini, for hosting and catering the Volunteer

Appreciation Dinner. It was another delightful meal by an incredible couple. With thanks also to their waitstaff Nancy.

A. Website

Zack questioned what members receive for joining the Chamber. To be discussed later in the agenda.

B. Northstate Visitors Guide

Done

New Business:

A. Breckenridge Troll idea – Zack Griset

Zack suggested creating a large sculpture to attract tourists, much like Breckenridge CO has a giant troll. People come from all over the world to take their pictures with the troll. We discussed options like a Lumberjack or Lemurian. Everyone loved the idea. We will have more discussion on what sort of sculpture, the types of material, the location, and the artist/sculptor.

Some names brought forward were Brian Hanson and Ron Mort. Some people wondered if there were grants or funding for this sort of project.

B. Engaging members – networking, marketing, training – Chris Driscoll

Chris Driscoll suggested forming a committee to look at ways the Chamber can offer more value and engagement to its members. The following members volunteered for this committee: Chris, Zack, Darlene, Missi, and Julie. Darlene suggested that perhaps the Marketing committee and this one combine together. Chris will reach out to organize a meeting prior to the next Chamber BOD meeting.

Ideas to promote McCloud include the “We Speak” campaign that Oakridge, OR initiated ([Communities Powered by Travel: Oakridge, Oregon \(youtube.com\)](https://www.youtube.com/watch?v=...)), informational kiosks with QR scan codes, roving videos highlighting local businesses, sculpture or mural that draws visitors with posted selfies being free advertising, geo-caching, and a scavenger hunt.

Ideas to offer to members include mixers, rotating website display highlighting members, luncheons, trainings (online or live) that offer marketing, social media, CRM workshops and more. Missi Bullington is offering a training on Preventing Harassment and Bullying in the Workplace on April 10. Her presentation is being paid for by MCSD and she will ask them if we can offer it to Chamber members as well.

Additional – Judy Sarti mentioned a collaborative grant that would possibly bring a farmer’s market to McCloud, Dunsmuir, Weed and Yreka. UC Davis is writing a grant with Dave Bryan. The Mt. Shasta farmer’s market is already funded through JEDI.

Next meeting: April 24, 2024 at 6:00 pm.

Meeting adjourned at 8:05 pm.