

**McCloud Chamber of Commerce
Regular Meeting Minutes
February 28, 2024**

Call to Order: Quentin Zahara called the meeting to order at 6:04pm.

Establish Quorum: A quorum was established with the following Board Members present: President, Quentin Zahara; Vice President, Darlene Mathis; Directors: Julie Ponzini, Judy Sarti, Angelina Cook, Zack Griset; Executive Director, Jeana Ronfeldt; Guests present were Sybil Stewart and Chris Driscoll. Board Members absent were: Amber DeBon and Missi Bullington.

Public Comments:

Zack Griset & Angelina Cook renewed their Chamber Membership for the 2024 year. No other additional public comment.

Voting for the Open Secretary Position: Quentin Zahara, Darlene Mathis, Julie Ponzini, Judy Sarti, Angelina Cook, Zack Griset, & Sybil Stewart all voted in Chris Driscoll for the Secretary position.

Approval of Regular Meeting Minutes:

Judy moved, seconded by Zack, to approve the minutes from the January 24, 2024 meeting. The motion passed unanimously.

President's Notes: Quentin Zahara

Quentin welcomed Chris to the Chamber board.

Financial Report: Amber Debon

Jeana reported an account balance of \$82,114.18. There were \$4,108.57 in debits and \$1,824.25 in credits. Jeana reported that \$13,303 was deposited from our stripe account from vendor fees that day.

Standing Committee Reports

A. Marketing Committee - Darlene Mathis:

nothing to report.

B. Economic Development Committee - Darlene Mathis

Darlene went to a TBID meeting on Tuesday. She reported that hotel owners in Siskiyou County are reporting that this has been a hard year and numbers are low. TBID is drafting their marketing budget for the 2025 year. They are trying to figure out how much money will be

available to allocate to the Chambers for events. The new sponsorship round for TBID money starts on July 1st. \$2,000 was allocated to the McCloud Chamber for the Mushroom Festival music.

A discussion about how TOT money is funneled through the county and the incorporation of McCloud and how that directly affects the funds coming back to our town.

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

Zack reported that there was no progress on the new website but was going to start this week on the project. A dollar cap of the website project was purposed by Judy of \$1,000. Julie seconded the motion and the motion passed unanimously.

Jeana reported that the Facebook reach for the past 28 days was 3,500.

Special Committee Reports

A. Beautification- Judy Sarti

Amber DeBon previously talked to Ron Mort about the HWY 89 & Colombero fence. Judy reported the following for her. Ron Mort agreed to fix the fence on both sides of Colombero. He approximated that it would take 3 days to fix and with the weather he predicted it could take a couple months. He asked for \$1,000 for the project. Judy asked Lindy Fey, president of the Museum if they would like to contribute, she said they would but they do not have a meeting until April or May. The donation amount would be discussed then. Judy explained that the museum wants to form a historical society and wants to be included in signage decisions around town. Judy proposed a \$2,000 budget for the fence repairs, Julie seconded the motion and it unanimously passed.

B. Events

Mushroom Recap

The mushroom music is booked. Julie mentioned an edit for the time on the website needed to be changed from 4 to 5pm on Sunday. A short discussion of the Dance Hall's plan to do a dinner/ dance on Sunday of the Mushroom Festival happened. They are not going to be associated with the Mushroom Dinner. The idea of a mushroom dinner crawl was pitched by Jeana. The idea would be a pub crawl style dinner instead of the normal dinner with 4-5 businesses involved. The chamber would sell tickets for this event. More discussion and planning still needs to happen for this part of the event.

Flea Market Chair

Nothing to report.

Old Business:

A. Volunteer Appreciation

Volunteer Appreciation Dinner is being hosted and catered by the River Inn B&B on

March 7th at 6PM. Volunteers who helped with at least two events last year were invited. A total of 42 invitations were sent out. Amber will follow up with invited guests who were asked to RSVP by March 2nd. Maybe send invitations to remaining volunteers who only helped with one event if we don't have very many RSVP's. Julie indicated that she has room to accommodate up to 50 people.

B. Website

See notes above.

New Business:

A. Northstate Visitors Guide

Zack will help rework with visitors guide ad for 2024.

Closed Session- Board Members Only:

Judy addressed a concern she had of the board not following by-laws. She reported that she has heard and seen negative comments coming from board members about the Chamber on Facebook and in person. She exclaimed that the consensus of people in town is that the Chamber only does events and does not support the businesses here.

The by-laws that Judy addressed were:

1. Not following our 8/11 meetings rule. That a board member needs to be present for 8 meetings and if they are not, they should be voted off.
2. The Chamber is not following Robert's rules of order. Examples included making a motion, approving a motion and not following the agenda.

She addressed further concerns like:

- i. Only one person from the membership showed up at this meeting
- ii. It's hard to find people to help/ volunteer

Negative comments in person and on social media

Zack suggested to schedule posts for businesses a certain # of posts per day to show our support for businesses. He knows of a computer plug-in that would help with this to try and show more support.

Quentin asked Jeana to leave to discuss another closed session subject.

Quentin proposed to the board to increase Jeana's pay to \$20 per hour. Darlene mentioned that she had a family member with a similar position making \$25 per hour. Judy mentioned that Jeana's job description no longer fits this position and that the description could use some updating to reflect what her job at the Chamber is now.

Julie motioned for the raise for Jeana to \$25. Zack seconded the motion.

Next Meeting: March 27, 2024

Meeting adjourned at