

**McCloud Chamber of Commerce**  
**Regular Meeting Minutes**  
**May 1, 2024 [Postponed from April 24, 2024]**

**Call to Order:** Quentin Zahara called the meeting to order at 6:01 pm.

**Establish Quorum:** A quorum was established with the following Board Members present: President, Quentin Zahara; Vice President, Darlene Mathis; Treasurer, Amber DeBon; Secretary, Chris Driscoll; Directors: Angelina Cook, Zack Griset, and Missi Bullington; Executive Director, Jeana Ronfeldt; Julie Ponzini and Judy Sarti were absent. Members present were Sybil Shepard and Chamber building owners Tim and Susie Wess.

**Public Comments:**

**Approval of Regular Meeting Minutes:**

Amber moved, seconded by Missi, to approve the minutes from the March 27, 2024 meeting. The motion passed unanimously.

**President's Notes: Quentin Zahara**

The McCloud Community Resource Center which had shared space with the Chamber has moved across Main Street to 304A Main St (the old Brown Dog building). Compliments to Jeana for cleaning up the Chamber offices and rearranging desk and furniture.

Quentin handled a situation with an upset Chamber member who was posting messages criticizing the Chamber and our Executive Director. She was called directly, the posts were removed and the member has promised to apologize to Jeana.

**Financial Report: Amber Debon**

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

**Standing Committee Reports**

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

Nothing to report

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

Still need to get flyers/rack cards/promotional material to Colliers Interpretive Center in Yreka. Angelina believes they are offering a display case but it is unclear if it is free or has a cost. Jeana would like to know the measurements of the case as well.

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

Zack reported that he is pretty much done with the website but the mobile version is still jumbled. He is still using the free version of Wix. He will be gone for most of June. The members and payment portion need more work and we still have about 2 ½ hrs of free time from him.

Jeana reported that our Facebook posts have reached 27,300 people.

**Special Committee Reports**

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

Amber thanked Zack for edging the lawn in front of the Chamber. However, the fountain project tore up all the grass but it looked really nice prior to construction!

Ron Mort is out of town and still has a little more work on the fence. We still need a sign for Mushroom Fest near the McCloud market. There is one on Hwy 89 at the Columbero exit.

Tim Wess talked about the fountain refurbishing. They hope to add some koi fish since it will no longer be suitable for trout as it was when originally built. Water regulations now require recycled water rather than the fresh flowing water that was previously used. The moss removed from the fountain for stone work should grow back. A new water circulating pump is being installed, and new light poles and electric outlets will be added. The cement walkway is being replaced since the old one was cracked and a tripping hazard. A new sprinkler system will water the lawn, with flowers and landscaping to come.

The little Logger statue out front was Susie Wess' grand-dad's sculpture. It could use some new paint if anyone is so inclined.

Skip wants to paint the south end of the building but Tim and Susie aren't sure it is needed.

South Siskiyou Sustainable recreation will host a meeting Monday May 6 at the Axe and Rose from 5:30-7 pm.

CBS News was in town doing a story on the Terra Fuego prescribed burn happening around McCloud. The wind hindered the burning that day but Terra Fuego started a very

small burn so they could get some footage. The Canadian fires that spread smoke across the northeastern US has “sparked” some interest in preventing future fires.

## **B. Events**

### **Mushroom Fest**

Jeana reported hitting a wall on the wine walk. She only has 3 wineries signed up. Darlene asked for a bit more time since she was waiting to hear back from some wineries she had reached out to.

We discussed the vendors up by the McCloud River Inn and how to handle driving traffic up the hill. We recognize how difficult it is to get people to leave the Main St area. It was suggested that MRI puts a sign down by Main St to let people know they are open for food and drink.

We have a great line-up of speakers for the festival. Jeana is still working on the Forest Service permits for the foraging workshops but not getting a response. She is calling and checking daily.

We need the following volunteer help for the festival: Friday at 2 pm - mark the streets for vendor spaces. Tables and chairs are at the Fire Dept. and Sybil will check with Linda Hickland about them.

Jeana will be gone May 15-20. We will have a short meeting again on May 14 at 11 am to discuss final details.

### **Flea Market**

Jeana reports we currently have 45 vendors. There has been a downturn in vendor interest ever since COVID. We are thinking about moving our date based on the flea market trail since some vendors just can't make it to McCloud due to other events.

**Car Show** - Sybil could use some help getting raffle items for Motor the Mountain.

## **Old Business:**

### **A. Breckenridge Troll idea – Zack Griset**

Zack applied for a Clean CA local grant program which could be \$2500-5000 for the art installation. We still need more time and information for artists, cost, and location. Some ideas from members include a Lemurian, a Lumberjack/Logger, Trout, Vortex, or Train.

Other grant suggestions included Main Street America and the MacConnell Foundation.

Since the MacConnell Foundation only offers grants to 501 C3 organizations, we discussed the possibility of separating the Chamber (501 C6) and the Visitor Center (501 C3). Other suggestions included the Tourism Business Improvement District and Discover Siskiyou.

**B. Engaging members- networking, marketing, training- Chris Driscoll**

Nothing to currently report

**New Business:**

**Treasure Hunt** – This year's theme will be about the Bank Heist, held on July 6. Quentin requested \$500 from the Chamber. Zack Griset made the motion to grant the request and Angelina Cook seconded. Motion was approved.

**Miscellaneous -**

Missi suggested donating to the fountain project. We discussed amounts and settled on \$1000. Missi Bullington made the motion to give \$1000 to the project and it was seconded by Amber DeBon. Motion passed unanimously.

Zack questioned whether Chamber members should have free booths at the festivals. They currently have reduced fees but are not free. The problem would be people signing up for membership just to have free space at the festivals, so it was decided to keep the current policy as is.

**Meeting was adjourned at 7:46 pm**

Next meeting: June 26, 2024 at 6:00 pm.

Meeting adjourned at 8:05 pm.