

McCloud Chamber of Commerce
Meeting Minutes
June 26, 2024
6:00 PM

Type of meeting: McCloud Chamber of Commerce Regular Meeting.

Invitees: President, Quentin Zahara; Vice President, Darlene Mathis; Treasurer, Amber DeBon; Secretary, Chris Driscoll; Directors: Julie Ponzini, Judy Sarti, Missi Bullington, Angelina Cook, Zack Griset; Executive Director, Jeana Ronfeldt; All Chamber Members.

Call to Order: The meeting was called to order at 6:03 pm by President Quentin Zahara

Establish Quorum: The following board members were present - Quentin Zahara, Amber DeBon, Christine Driscoll, Judy Sarti, Angelina Cook, Zack Griset, Darlene Mathis, and Missi Bullington. Also present were Jeana Ronfeldt (Executive Director), and Deborah Van Blarcom (guest).

Public Comments: Uri Driscoll proposed a front porch contest to encourage people to decorate their porches for prizes and to make McCloud an attraction for visitors to view the unique porches. Other ideas were creating a calendar or screen saver. This is similar to a marketing idea undertaken in Ireland for “Most Photogenic Town” that is a great success. Board members loved the idea and were heavily in favor of it.

Approval of Regular Meeting Minutes from May 1, 2024:

Judy Sarti made a motion, seconded by Amber DeBon. Minutes from the previous meeting were unanimously approved.

President’s Notes: Quentin will address a letter from the McCloud Heritage Museum:

Quentin received a letter from a museum member regarding a vendor at the Mushroom Festival that unknowingly plugged into the electrical outlet at the museum. They also ran a very noisy generator that produced foul smelling fumes that affected visitors going in and out of the museum. They stated they were unhappy and that they were unable to find anyone from the Chamber during the festivities.

The following points were discussed:

1. The vendor had set up in the wrong place, after allowed set-up hours.
2. No one from the Museum came into the Chamber office, which was staffed during the entire festival.
3. In the future, letters will not be accepted and issues should be addressed in person.
4. The vendors are not following the guidelines for set-up.

There was a further complaint that someone had plugged into the old bank’s electrical outlet. That turned out to be the Fireman’s Association and they had permission for that.

Christine Driscoll, Secretary, was asked to draft a letter to the Museum stating that we talked about the issue and what was determined.

Financial Report:

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

Standing Committee Reports:

A. Marketing Committee - Darlene Mathis

TBID [Tourism Business Improvement District] awards open July 1st.

Dave Reynolds Blue Grass productions is an example of an event that puts "heads in beds."

Darlene will talk with Heather. The awards are mostly based on off-shoulder or weekend events.

Amber applies on Discover Siskiyou where awards are approximately \$3000 each.

B. Economic Development Committee - Darlene Mathis, Angelina Cook

County had a major meeting on the general plan update but no one was notified.

Per Angelina, even LAFCO didn't know about it. It was held at Scout Hall by Minterharnish Consultants out of Sacramento. It was felt the Chamber should write a letter to the county planning department to express our displeasure.

Angelina expressed that this is our opportunity for everyone to have a say, and that we need to come together as a community with our own plan instead of leaving it to the county. We also need to know of all opportunities to participate in the planning process.

McCloud Fire is supposed to handle fire abatement issues. CalFire will prosecute anyone using fireworks this year.

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

Zack is planning to move the website very soon, should be by the end of July. He has prepared a McCloud Mushroom Festival video.

D. Membership Engagement - Chris Driscoll

Nothing to report

Special Committee Reports

A. Beautification- Judy Sarti, Zack Griset

Zack - Fences not quite done but hoping to finish by the end of July.

Deborah Van Blarcom - The Garden Club is looking for a project and hoping to clean up the bus stop. Darlene and Angelina both agreed it is a great idea.

Museum on street signs around McCloud

Darlene asked if we can use Steve Richardson's designs from previous years.

CalTrans Right of Way - Redding?

Missi suggested hiding the dumpster

Darlene - McCloud needs a landscape plan!

Dan Simon's wife Ann did all the plants in front of the Chamber.

B. Events

Old Business:

A. Mushroom Fest recap

The festival had \$26,000 in beer sales and a total profit of \$28,000

Jeana had a waiting list but no vendors wanted to be up on Lawndale. Others were duplicates but Jeana didn't want to "dilute" the festival that way with similar vendors.

B. Flea Market recap

Flea gets smaller every year. This year's profit was \$3000. We need to consider making it a two day event with a real party atmosphere and moving the weekend to avoid conflicts with other events on the flea market circuit. Another idea is having a flea market and town-wide yard sale. Jeana will send a survey to the vendors to see what they would like.

New Business:

A. Car Show

Sybil Stewart is getting raffle items and Judy Sarti is setting up the raffle.

Sybil is also getting trophy sponsors.

Geeia will DJ - WildWoman Sounds

B. Apple Harvest

We will discuss at next meeting

Next Meeting: July 24, 2024 6:00 pm

Adjournment