

McCloud Chamber of Commerce
Meeting Minutes
July 31, 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 6:05 pm by Vice President Darlene Mathis.

Establish Quorum: The following board members were present - Amber DeBon, Christine Driscoll, Judy Sarti, Angelina Cook, Zack Griset, Darlene Mathis, and Missi Bullington. Jeana Ronfeldt (Executive Director) was present via phone.

Guests from the Shasta County Chamber of Commerce were Nigel Skeet and James Mazzotta.

Public Comments: None.

Approval of Regular Meeting Minutes from June 26, 2024:

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

President's Notes: None

Financial Report:

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

Standing Committee Reports:

A. Marketing Committee - Darlene Mathis

Darlene would like it noted that there is no specific marketing committee. Most marketing comments and information will fall under the Economic Development Committee.

B. Economic Development Committee - Darlene Mathis, Angelina Cook

Darlene would love to host either a debate or Meet and Greet with the 2 candidates running for County Supervisor, Colleen Crebbins Alvarez and Jess Harris. Angelina suggested sooner rather than later, perhaps mid-to-late September. The Mercantile or Scout Hall are possible locations with a time of around 7 pm. Chris Driscoll will reach out to both candidates to schedule. Darlene will chair a committee to prepare and preview questions for the candidates.

Angelina is willing to work with the Local Area Formation Commission [LAFCO] regarding the General Plan Update [GPU] and coordinate with County Planning. She is concerned about the number of hours it could take and estimates 30-50 hours between 2024 & 2025.

Darlene would like to know the schedule for the GPU. Our guests from the Shasta County Chamber suggested creating good relationships with County Supervisors, Staff and County administrators. Angelina will email the Planning Commission and Minterharnish for the schedule.

Planning Commission - County - hired consultants Minterharnish of Redding
LAFCO - local area

GPU should happen every 25 years but nothing has changed since the 1980's. Years ago, McCloud did their own plan but it didn't go anywhere since we aren't incorporated.

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

Zack is almost done with the website but prefers to wait for Jeana's return before Moving it to the new site. Jeana agreed and suggesting waiting until after Motor the Mountain car show. She is returning Sept 2.

Facebook report - for 28 days in July we had 29,000 looks; 444 interactions; 643 for the car show.

D. Membership Engagement - Chris Driscoll

Nothing to report

Special Committee Reports

A. Beautification- Judy Sarti, Zack Griset

B. Events

a. Car Show

80 car registrations at this time. Cindy Miller is the chair. The raffle is a little thin and needs more prizes. In the past it has averaged 40-50 items. Our Shasta Guests offered to ask members for raffle donations. So far there are 6 craft vendors and lemonade/kettle corn vendor. The Firemen's Association is doing a pancake breakfast and the McCloud Resource Center is cooking hamburgers and hot dogs at lunch. T-shirts are being delivered any day now.

b. Apple Harvest

So far we have no chair for this one-day event. It is 7 years old and averages 6,000 visitors. To be held October 12, the 2nd Saturday of the month. The music has been booked with the band The Gnarly Pints. We'll need the Stage from Yreka - Darlene will check on that. Our Shasta County Chamber guests may have access to a stage and will check. Santa Steve will have little

machines with prizes. We still need a petting zoo (Judy or check in Parent Magazine), horse and wagon (Chris will contact), and to coordinate the pie contest (Judy and Missi).

Old Business:

A. Letter to Museum (unwritten per request of President)

Quentin has asked us not to respond since the letter sent to us after the Mushroom Festival was not an official Museum letter or authorized by the Museum board.

New Business

A. Donation to Firemen's Ball

To be held at the McCloud Dance Hall with dinner prepared by Scott and Aubrey. Tickets are \$80 ea, or a table for 10 can be reserved for \$1000. A vote was taken to Reserve one Chamber table now, with a possible a second table to be decided at the next meeting depending on the interest. Motion was made by Amber with Judy seconding. The Chamber may also make a unique donation depending on the need.

B. Donation to "Give 10 to Education" school supply drive

Judy Sarti is seeking \$300 to purchase school supplies. With approximately 60 school children in McCloud, this breaks down to \$5 per child. The Legion Auxiliary is spearheading this as part of a national initiative. The Resource Center is providing string backpacks, and Judy and volunteers will do the shopping. It was unanimously passed with Judy making the motion and Darlene seconding.

C. Shasta County Chamber of Commerce

Nigel Skeet and James Mazzotta were here to introduce themselves and their newly-formed Shasta County Chamber, in operation since Aug 2023. Nigel is a photographer and head of marketing. He tracks Visit California - Siskiyou county is #12, Humboldt/Del Norte is #11 in ranking. Out of \$150 billion tourist dollars for all of California, northern CA sees only 2%. With this being one of the most beautiful areas in CA, he believes that there is much more opportunity to draw tourists here. The City of Redding was marketing only for Redding, and manages the Chamber and airport. Shasta County was the only county in CA that did not have a Chamber of Commerce, so they decided to form one. Membership with them is reciprocal with all local Chambers, so feel free to join any of their "Roundups". They hold them at various locations around Shasta County so check their website shastacountychamber.com for more information.

Shasta County has no agri-tourism which they would like to see, so they started the Explore Shasta County website. California Adventure District is another website to keep an eye on, with Nigel and James doing a radio show every Saturday morning from 8-9 am. Discover Siskiyou does the marketing for this area. To put events in magazines, contact James Mazzotta for "Enjoy" magazine or Jason Stoval for the "Redding Buzz".

The Shasta County Chamber is for-profit with a non-profit arm. A grant writer is available for others.

They meet every 3rd Wednesday, memberships are \$97/year and they have a very diverse membership.

D. Annual membership dinner

Dinner will be the 4th Wednesday of October with location undetermined at this point. Amber will reach out to Scott and Aubrey as possible caterers. The following offices will be up for election: President - Quentin may not run again; Vice-President - Darlene is uncertain at this time; Treasurer - Amber not running; Secretary - Chris will run again for this or other position.

E. Other

Chris asked if there was any open public internet access in McCloud. Some businesses have internet but need a password/code to access. She also wondered if there was an AED device in a central location in case of cardiac emergency.

Missi is relinquishing the newsletter. She doesn't have enough time to continue it. A Community calendar on the website would be great.

Next Meeting: August 28, 2024 6:00 pm

Adjournment at 7:57 pm