# McCloud Chamber of Commerce

# Regular Meeting Minutes

January 24, 2018 6:00 p.m.

Chamber Office

Type of Meeting: Regular Meeting of the Board of Directors

Meeting Facilitator: Claudette Silvera

Invitees:President Claudette Silvera; Vice President Darlene Mathis; Secretary Sybil Stewart; Treasurer

Marianne Endoso; Directors Kathleen Gardner and Robin Hickman; all chamber members.

1. **Call to order:** 6:00p.m.
2. **Roll call:**

Board Members Present: Claudette Silvera, Darlene Mathis, Marianne Endoso, Sybil Stewart,

Robin Hickman

Board Members Absent: Kathleen Gardner

Others Present: Lynne Butler, April Gray, Lorinda Meyer, Dave Reynolds, Cindy Rosmann,

Jenny Shirley, Elizabeth Tabor.

**III. Public Comment:** None.

**IV. Approval of Minutes From Last Meeting:**

A motion was made by Robin and seconded by Claudette to approve the minutes of the regular meeting of November 29, 2017. The motion passed.

**V. President’s Notes:** Claudette encouraged event coordinators to begin working on their 2018 events now, if they haven’t already begun. The time goes by quickly. The event budgets are due and the

application forms need to be updated.

**VI. Financial Report:**  Marianne reported a balance of $12,332.75 in the checking account. This

represents activity through January 22nd. Looking at anticipated revenues and expenses we are

potentially $6101 over budget. 1099s are due out by the end of the month. Marianne made a

suggestion that the event vendor information be printed on the back of the event posters.

**VII. Standing Committee Reports:**

a) Marketing/Advertising: Darlene presented a sample of the 2018 event card. There was a

suggestion that McCloud Chamber should enter a float in the Mt. Shasta Christmas parade next

year. New members on the marketing committee are Julia Simon and Terina Dutton. The revisions

to the accommodations brochure are in progress.

b) EDD: Darlene reported that the previous TBID meeting was held in McCloud. The next meeting

will be in Weed and there be discussions of the budget and the possibility of having a large

billboard in San Francisco advertising Siskiyou County. Some of the chambers are requesting their

TOT funds. McCloud is one of the largest contributors to the TOT and does not receive any money

back from that tax.

c) Social Media: A paper report by Chelsea Johnson: Every month, Chelsea feels more confident and excited about our Facebook page. We surpassed 2100 likes and followers, consistently garnered more interaction than other local chamber pages, and again received a lot of positive and encouraging feedback. Those interacting with our pages are clearly anticipating this year’s events with great enthusiasm, and I think it will be important to keep that traction going. In February, Chelsea will set up event pages via our McCloud Chamber of Commerce page for each of our annual events: Celtic Festival, Mushroom Festival, Flea Market, Mountain Bluegrass, Apple Harvest Festival, Dog Pony & Bike Parade, and Christmas Magic. Pages will be created for some of our other community events including the Squaw Valley Riding Club’s 1st Annual Roping, Lumberjack Fiesta, and Heritage Quilt Show. Chelsea would like to focus heavily on integrating our Instagram account with Facebook, and so for February she hopes to dive in with linked posts focused on Reasons to Love McCloud. These posts will highlight both the natural beauty of the town as well as many of our amazing businesses, thereby bringing attention to our Instagram account while promoting the town at the same time. Chelsea appreciates all the encouragement she has received!

**VIII. Special Committee Reports:**

a) Celtic Festival: Dave Reynolds reported. He said people like to come to town for the music. May Day history and celebrations will be the focus. This first event will be deliberately kept small.

There will be music and story tellers. On Friday evening, there will be a Contra Dance in the Great Room at the Mercantile. This dance is similar to square dancing. There will be practice dancing in the months prior to the event. Local restaurants will have Irish themed dinners and there will be vendors inside the mercantile. All activities will be indoors at various establishments. There will be a calligraphy workshop - drawing Irish knots. Saturday evening the Band “Tempest” will perform. The band is celebrating their 30th anniversary and will do special promotions.

b) Mushroom Festival: Darlene reported that the budget is completed. She has increased the music budget because she is trying to schedule bands that are more expensive. She will try to increase the revenue from sponsors. Darlene will be out of town on the Saturday of Mushroom and Denise will cover in her absence. The street layout will be completed in advance of her absence.

c) Bike-toberfest 2017 final: April reported that this event began in 2012. Attendance in 2017 was down from 152 the previous year to 134. April and Claudette are not able to continue working on the event but willing to help if someone else will step up to be event coordinator. This event requires 40 volunteers.

d) Blue Grass Festival 2017 wrap up: Cindy Rosmann reported the 2017 event expanded to include

Friday evening, and that day was well attended. This year, there will be camping sign ups to include

Thursday, which will be jam night. The budget for 2018 is conservative.

e) Apple Harvest wrap up: No report.

f) Christmas Magic and tree lighting: Sybil reported that this event was well attended with 100

children at the museum to visit santa. The new lights on the tree were beautiful and we have

received many compliments on it.

**IX. Old Business:**

a) Membership Drive: Claudette reported that we have received 63 memberships to date. Last year

we had a total of 89. Members who have not renewed their membership by the middle of

February will have their information removed from the chamber website.

b) Split Rail Fencing: Tabled.

c) Discuss Medicinal Marijuana Workshop at Mushroom 2018: Elizabeth Tabor was invited to this meeting to present information on medicinal cannabis and the possibility of hosting an educational workshop at the Mushroom Festival. Ms. Tabor is president of the Mt Shasta Patients’ Collective and is the proprietor of the shop in Mt Shasta. She talked about her certifications, the various uses of medicinal cannabis and what the shop offers. She is on several ad hoc committees in the county. Following her presentation, a motion was made by Marianne and seconded by Robin to

approve the workshop at the Mushroom Festival. The motion passed.

d) Annual Meeting: The meeting will be on February 28th at the Meat Market. RSVPs are needed.

The cost to chamber members is $10 per person.

e) Main Street Park Committee: A meeting will be scheduled for next week.

**X. New Business:**

a) Goals for 2018: Working on getting a new president for October 2018; organizing committees to address the sign on Main St, the entrance to town, split rail fencing on Hwy 89, fixing the pond, working on Main St Park; updating the ByLaws.

b) New Possible Board Members: Claudette reported that three people have expressed in filling

positions on the board.

c) Committee to Restore Pond: Members on the fountain/pond committee are Raelene, Sveia,

Kathleen and Don.

d) 2018 Budget: A proposed budget was submitted with a $6,000 deficit. The treasurer will review to address the deficit.

e) Entrance to Town (Need a committee): Lynne is working on getting community folks involved

in this project.

The next meeting is scheduled for February 28, 2018, 6:00 pm at the Meat Market. This will be the annual meeting.

**Adjournment:**  8:00 p.m. Notes taken and transcribed by Sybil Stewart, Secretary