McCloud Chamber of Commerce

Regular Meeting Minutes

March 27, 2019

Type of Meeting: Regular Meeting of the Board of Directors

Meeting Facilitator: Lorinda Meyer

Invitees: President Lorinda Meyer; Vice President Darlene Mathis; Treasurer Marianne Endoso; Secretary Sybil Stewart; Directors Kathleen Gardner, Robin Hickman, Yeshe Matthews, Lexi Meadows, Airiel Scotti; all chamber members.

1. Call to Order: 6:03 pm.
2. Roll Call:

Board Members Present: President, Lorinda Meyer; Treasurer, Marianne Endoso; Secretary, Sybil Stewart; Directors, Kathleen Gardner, Robin Hickman, Yeshe Matthews (by phone), Board Members Absent: Vice President, Darlene Mathis and Directors Lexi Meadows, and Airiel Scotti.

A quorum was present.

Others Present: Brandon Criss, April Gray, Linda Hardy and Jeana Ronfeldt.

1. Public Comment:

*From Supervisor Criss*: The County continues to work on an ordinance regarding vacation rentals. Brandon had a meeting with some McCloud residents to discuss flood insurance. He said the current insurance requirements are the result of a 2010 aerial view study that reaffirmed the 100 year old flood plan. He also mentioned that Box Canyon Dam generates revenue for the county and the KW price is going down.

1. Approval of Minutes from Previous Meetings:

A motion was made by Marianne Endoso and seconded by Robin Hickman to approve the minutes from the regular meeting of March 6, 2019. The motion passed.

1. President’s Notes:

Lorinda is working on tax filings and State and Federal non profit filings. She wants to make sure we have acknowledgements in place that recognize all of our volunteers.

1. Financial Report:

Marianne reported that our current QuickBook balance is a little over $7,000. Fiscal processes are being adjusted to better reflect chamber activity and account balances. Online purchases will be managed by STRIPE instead of PayPal. STRIPE will transmit online payments direct to our chamber bank account.

1. Standing Committee Reports:
2. Marketing/Advertising:
3. EDD: No report.
4. Office and Social Media:

Our Facebook page had 27,000 posts in the last twenty days and the likes are up significantly. There were 3,000 reaches for the pub crawl which confirms the investment in purchasing boosts.

1. Membership:

The chamber has subscribed to Membership Works to manage our membership. There are still some members who have not renewed for 2019 and a reminder notice will go out.

1. Newsletter:

Lorinda had initiated a survey regarding the newsletter and the results indicate that people do want to receive a newsletter. The preference is that it be issued quarterly and email transmission is ok for some people. The responses were affirmative regarding the selling of advertising in the newsletter.

1. Special Committee Reports:
2. St. Paddy’s Day Pub Crawl Follow-up:

$800 plus was received in revenue with more to come in. Some suggestions are to do more decorating and put signage out sooner.

1. Paint & Sip:

The food and wine is being generously donated by local businesses: McCloud Meat Market, McCloud Market, and Wildflower Bakes. Jeana will ensure that these businesses are promoted at the event.

1. Mushroom Festival:

No report.

1. Flea Market:

Robin requested four porta potties for the event.

1. Beautification:

Lynne suggested that we look now while there is snow for the best location to put the McCloud sign on the east side of town. It is being moved from the private property on the Northwest corner of 89 and Minnesota to the property on the Southeast corner.

1. Main Street Park:

Payment has been sent for the annual lease.

1. Pond Committee:

No report.

1. Old Business:
2. Retail Sales:

No update.

1. Photographer for Events:

No update.

1. New Business
2. Pacific Crest Trail (PCT) Town:

Guest Linda Hardy was present to provide information about being a PCT Town. On July 21, 2018 Mt. Shasta had an event to introduce their town as a PCT Town. It was well attended and plans were presented that will further develop trails in the area. This would include various types of trails, e.g. biking and hiking. A “Passport” for trails will be developed. McCloud could participate and add a trail to the passport info. April Gray representing The Great Shasta Rail Trail is interested in participating and would like to collaborate with the McCloud Chamber on developing signage for that trail. The proposed signage would include directions to access the GSRT from McCloud. At present, access is only from a location about three miles east of McCloud. “Trail Angels” were also discussed. This is an organization of people who have offered to assist hikers when they come off the trail into a nearby town. There is an app available called STRAVA which provides Trail Angel information to hikers.

1. Chamber Donation Processes (including Tip Jars):

Tabled.

1. Dog & Pony Event:

Tabled. We don’t have a chairperson for this event at this time.

1. Chamber Mixers:

There was discussion about having periodic chamber mixers. Appetizers would be provided and the hosting business would receive income from alcohol sales. These could be done quarterly and participating businesses could share business cards, etc. The kickoff mixer could be used to distribute the various activity schedules for the season.

1. Board Member Roles & Responsibilities:

A special meeting is scheduled for Tuesday, April 9th at 4:00 pm at the chamber office.

1. Revise Membership Categories:

A special meeting is scheduled for Tuesday, April 23rd at 4:00 pm at the chamber office.

1. Vendor Fees:

A special meeting scheduled for Tuesday, April 30th at 4:00 pm at the chamber office.

The next regular meeting is April 24th, 6:00 pm at the chamber office.

This meeting adjourned at 7:45 pm.

Notes taken and transcribed by chamber secretary Sybil Stewart.