# McCloud Chamber of Commerce

# Regular Meeting Minutes

July 25, 2018 6:00 p.m.

Chamber Office

Type of Meeting: Regular Meeting of the Board of Directors

Meeting Facilitator: Marianne Endoso

Invitees: Vice President Darlene Mathis; Secretary Sybil Stewart; Treasurer Marianne Endoso;

Directors Kathleen Gardner, Robin Hickman, and Lorinda Meyer; all chamber members.

1. **Call to order:** 6:07p.m.
2. **Roll call:**

Board Members Present: Darlene Mathis, Marianne Endoso, Sybil Stewart, Kathleen Gardner, and

Lorinda Meyer

Board Members Absent: Robin Hickman.

Others Present: Lynne Butler, Angelina Cook, Airiel Scotti.

**III. Public Comment:** Lynne Butler presented a $25 check to the chamber for the Beautification Project.

The check was from Steve Richardson. It was his payment from the McCloud Garden Club for a

presentation he had done for that club. Thank you Steve.

Angelina Cook had attended a Services District Strategic Plan Meeting and raised some questions about

that plan. There was discussion about McCloud’s Strategic Plan and General Plan and if they address the same issues. Darlene said the General Plan started being discussed again when the McCloud Railroad property was being sold. She has concern because the plan hasn’t been updated within the legally allowed timeline. Angelina will get a meeting together for later in September and invite key participants, with help from Darlene on identifying previous General Plan participants.

Airiel Scotti has recently moved to McCloud with her husband Kevin Dalton. She is a realtor associated with Coldwell Banker, has become a chamber member and is excited to get involved in community activities.

**IV. Approval of Minutes From Previous Meetings:**

A motion was made by Marianne and seconded by Lorinda to approve the minutes of the regular meeting of June 27, 2018. The motion passed. A motion was made by Lorinda and seconded by Darlene to approve the minutes of the special meeting of July 9, 2018. The motion passed.

**V. President’s Notes:**  None.

**VI. Financial Report:**  Marianne reported a balance of $13,928.00 in the checking account. She is

waiting on some of the Mushroom fiscal details to come in. Marianne estimates the net for Mushroom

will be $11,000. The net income from the Flea Market was $5130.35. Marianne will do a cost analysis

spreadsheet for all events and will have it ready for an Events planning meeting in January 2019.

One of the questions raised during this financial discussion was how can we best determine how much

attendance a particular band will bring in? How large is their patron following for the bands we hire?

Darlene said she is working with a new agent now to bring in bands for the Mushroom Festival.

**VII. Standing Committee Reports:**

a) Marketing/Advertising: Darlene has met with the TBID Committee, which is under direction of

Siskiyou Economic Development. This committee is fighting for local initiatives with which to

brand ourselves and the county for the purposes of tourism and to bring in new businesses. They

would use 10 to 20% of our contributions.

b) EDD: This topic was addressed in public comment and discussion of the General Plan.

c) Social Media: The following information is taken from Chelsea’s written report: July was a great month for the chamber Facebook account. Post engagement was up 25% to 5,445 and this was without any paid promotions. Chelsea is working on promotional posts that will feature some of the less visible chamber members, i.e. those that may not have storefronts. She is also putting together some paid promotions for the upcoming car show and bluegrass festival. She will work with event coordinators on those promotions.

**VIII. Special Committee Reports:**

a) Motor the Mountain Car Show: Sybil reported that about forty registrations have come in and

sponsorships are also coming in. A message from Cindy indicates that the tee shirts and dash plaques

have been ordered. Everything seems to be on target with the next meeting scheduled for August 2nd

at 9:30 am.

b) Beautification Committee: Lynne reported that where there is existing split rail fencing, it can be

replaced without doing any paperwork. There are Cal Trans restrictions for the central McCloud exit

with guidelines for any proposed signage.

c) Main Street Park Committee: An existing sprinkler system has been resurrected and rehabilitated

and the grass is getting watered. Any further work and seeding will be done at a later date when the

weather cools. The committee wants to get through the summer before proceeding with other

details.

d) Pond Committee: Ginger reported some leaking from pipes that drain from the pond. She will

report to Ray and or Suzi.

e) Bluegrass Festival: Marianne reported that it is coming along.

f) Apple Harvest Festival: No report.

**IX. Old Business:**

a) Review Revised Board Director Roles: This was tabled to the next meeting.

b) Update on Health Dept. Requirements: Nothing new to report.

c) Membership Drive/Revised Forms: A special meeting was set for Monday, August 6th at 6:00 pm

to work on this and update letters and forms.

**X. New Business:**

a) New Bank Signature Cards: A motion was made by Sybil and seconded by Lorinda to remove

former President Claudette Silvera from all McCloud Chamber of Commerce bank accounts at Tri

Counties Bank. The motion passed. New signature cards will be prepared and the remaining

current signers will sign them, The approved signers are Darlene Mathis, Marianne Endoso, and

Sybil Stewart.

b) Annual Meeting: There was consensus that the Annual Meeting be at the Axe and Rose on

October 24th. Details will be forthcoming.

c) Discussion on Items Related to Events: Sybil has obtained the dumpster fee schedule from the

MCSD. Event coordinators will need to incorporate these fees into their event budgets.

Vendor Fees will be discussed at the Events meeting in January. Sybil will obtain vendor fee

schedules from the neighboring chambers.

We need to make sure that Event cards and Eat, Stay and Play brochures get distributed on a regular

basis to the various businesses around town. Lorinda has offered to take care of those businesses south of highway 89. Sybil will take care of those businesses north of highway 89 but not on Main Street.

Darlene and Robin will take care of Main Street

The next regular meeting is scheduled for August 22, 2018 at 6:00 pm.

**Adjournment:**  7:40 p.m. Notes taken and transcribed by Sybil Stewart, Secretary