# McCloud Chamber of Commerce

# Regular Meeting Minutes

September 27, 2017 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, Robin Hickman, and Carol Zacher; all chamber

members

1. **Call to order:** 6:05p.m.
2. **Roll call:**

Board Members Present: Claudette Silvera, Marianne Endoso, Sybil Stewart, Kathleen Gardner,

Robin Hickman, Carol Zacher

Board Members Absent:, Darlene Mathis.

Others present: Mick Hanson and Jennie Shirley.

**III. Public Comment:**

Jennie Shirley has opened a new business in McCloud and came to introduce herself and speak about her shop, Rustic Blu. It is a gift shop located in the red barn and has a mix of old and new and hand crafted items.

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

A motion was made by Carol and seconded by Kathleen to approve the minutes of the regular meeting of July 26, 2017. The motion passed. The chamber did not have a meeting in August.

**V. President’s Notes:**

None.

**VI. Financial Report:**  Marianne reported that the current checking account balance is $10,858.09. There

are still a few outstanding items from events, including approximately $4,000 in PayPal.

**VII. Standing Committee Reports:**

a) Marketing/Advertising: Claudette reported that there are still outstanding payments due for the San Francisco Chronicle advertisement. Invoices will be sent regarding these past due amounts. Sybil suggested a press release article be done on all of the various eating establishments in McCloud.

The ski park has a new owner and a representative has met with Cindy Rosmann.

b) Economic Development: Claudette reported that Kimberly from MCSD indicated the jail project will resume this winter.

c) Social Media: Reported by Chelsea Johnson: In the month of September, we hit our highest reach since I have been managing the page, at just over 14,000 people seeing our posts. We gained 33 new “likes”, bumping us up to almost 2,070. It is my goal for the month of October, despite the slowing down of events, to increase our “followers” to more than 2,100. To aid in accomplishing this, I plan to create more engaging posts. That is, posts that ask something of those who read it. I will be asking people to share what they love most about McCloud: activities, businesses, pictures, memories, etc.

This last month, April and Claudette agreed to run a Facebook ad leading up to the 2017

Bike-toberfest. The ad ran from August 18 to September 23, 2017 with a total budget of $100. The campaign resulted in a reach of 6,474 people, 148 clicks to our website for more information, 26 shares of the post. 4 comments on the original ad, and 26 shares of the ad overall. I am pleased with the results from this first campaign, but do believe we could have improved our reach, and thereby engagement with the ad, by starting the promotion a little earlier. Overall, it was a good learning experience and gave me some insight into how to better use ads in the future!

I am excited about October and the winding down of events in that it will give me more flexibility to create posts that really bolster the attractions our town has to offer, rather than primarily events. I believe this town offers a lot of opportunity for adventure and recreation, as well as relaxation, during the cold months - more so than some of its’ other Siskiyou County counterparts. I plan to highlight those attractions in the months to follow.

**VIII. Special Committee Reports:**

a) Bluegrass: Claudette reported that the festival went very well and plans are already underway for

the festival in 2018. It will be scheduled the third weekend in September to accommodate the

Sisters Oregon festival the second weekend. A jam session will be on Thursday evening with

performances scheduled for Friday through Sunday. The vendor area worked well this year.

They will try to have a breakfast vendor and more snack type offerings next year. The deadline

for presale tickets needs to be sooner and solicitations of sponsors needs to start sooner. Amber

Debon has joined the Bluegrass Committee and Skip (Charles Skipper) has agreed to be the

equipment coordinator for set up and take down. The music event at the Hall on Sunday

afternoon of Bluegrass went well.

b) Bike-toberfest: Claudette reported that there were 120 bikers registered for the various events.

There was discussion on whether or not to have the event in 2018. It is a very labor intensive

event and the proceeds aren’t real high. The event needs a new chairperson and there was a

suggestion to possibly partner with the Ski Park.

c) Apple Harvest: Carol will be out of town for the event but she has a person designated to be in

charge. There will be a horse and buggy and two music groups performing on the street. The

dinner will be at the Hall at 6:00 followed by the dance from 7 to 11. Northbeat will be

performing. Prices are $15 for dinner and $ 10 for the dance. There will be a scarecrow contest

and an apple pie contest. Bales of straw are still needed. She has received 37 vendor

applications to date.

d) Christmas: Sybil stated that she does not want to do the lighting contest again. Lights will be

purchased for the tree in front of the chamber office. There may be lights placed on the trees

at the park area across from the Hall and the Hotel. A motion was made by Sybil and seconded

Robin to approve up to $500 for the purchase of outdoor lights. The motion passed. The

Chamber will partner with the Museum for the Santa visit at the museum.

**IX. Old Business:**

a) Enhancement of Town Entrance: Tabled.

b) Split Rail Fencing: Tabled.

c) Discussion of Medical Marijuana Workshop: Tabled.

d) Newsletter: The next newsletter will include articles from the museum and the jail. There

will be an article with information on the benefits of having a chamber.

e) Moving the East Entrance Sign: The sign needs to be taken down and it can be relocated later.

**X. New Business:**

a) Motor the Mountain Car Show: There was some discussion on the car show and the possibility

of partnering with the Alumni on hosting the show. No action taken.

b) Annual Meeting: The Annual Meeting will be postponed to February 28th.

c) Proposed Letter: Tabled.

Claudette reported that memberships for 2018 will begin soon. She is working on developing positiondescriptions for Chamber President, etc. and also a specific task list for the Administrative position held by Chelsea Johnson. She is also looking at the possibility of obtaining grant funding for an executive director position.

The next meeting is scheduled for October 25, 2017 at 6:00 pm at the chamber office.

**Adjournment:**  7:30 p.m. Notes taken and transcribed by Sybil Stewart, Secretary