

Weaverville Chamber of Commerce Meeting Minutes

Thursday, May 19, 2022

TCOE

I. Call to Order (Teckla): 6:06pm

A. Board Member in Attendance: Teckla Johnson, Jean Lam, Chriss Williams, Anna Carson, Deidre Brower, Amber Carman

II. Welcome

A. Guests: Lythia Lovett (The Healing Space), Brady McKay, Seth & Angela (Angela Beads), Pat Zugg (TC Visitor's Center), Kerry Hurley (The Emerald Trails), Joanie McPheron (Hurley Mom, The Emerald Trails), Karyn Compton (Yoga with Karyn)

B. Changes to the agenda: Rotary Project, Angela Beads, Forest Trail, Board Discussion, Parking Signage.

III. Reports

A. Treasurer's Report (Jean): Available Balance: \$6,869.16

B. Secretary's Report (Chriss): The Minutes from April's Board Meeting are presented. Deidre motions to approve Minutes with one edit—*Music in the Park estimate of insurance fee is \$50—* Anna seconds. Motion carries by Board.

IV. Program Presentation

A. Kerry Hurley, The Emerald Trail. Hurley is a THS Alumna and recently moved back to Trinity County. The idea for The Emerald Trail, an app that features road trip itineraries with 420 locally curated Points of Interest (POI) via Humboldt, Trinity & Mendocino Counties—came about after visiting downtown Weaverville. POI's are experiential (kayaking, hiking etc.), historical & small business oriented. Hurley says whether cannabis is popular with every resident, we need to embrace for its ability to boost Trinity's local infrastructure akin to Tahoe residents and tourism. Anna asks what the WCOC can do for The Emerald Trail and how the app will protect the natural landscapes with the surge in activity. Kerry says all participants must sign a code of conduct and the app administrators can shut down accounts and track participants as well as field any complaints. New itineraries will be released annually. Hurley can be reached: Info@theemeraldtriangle.com

B. Amber Carman, Square Cash. Presentation postponed.

V. Correspondence

A. Rotary Club Trash Barrels (Chriss): Pat Frost of The Rotary Club requested the WCOC's support in their Weaverville Business District Trash Barrel project. The Board would like to know if these trash barrels can be in uptown Weaverville. Ana motions that the WCOC write a letter in support of the trash barrels as requested by Frost. Deidre seconds. Motion carries by the Board.

B. Forest Trail Cleanup (Teckla): The WCOC is supporting the event via advertising. The event is set for June 18th. Brady and Lythia volunteer on behalf of the Chamber.

C. Calendar funds (Teckla): Teckla asks how The Chamber can use its Calendar funding. Jean says that it can be used towards marketing with tech components and suggests forming a committee to brainstorm ideas. Anna says that perhaps the WCOC can do a Calendar every 10 years as a possible revenue stream/fundraiser. Discussion about marketing & tech. Lythia asks that the Calendar moves beyond its initial concept inspired by the movie, "Calendar Girls." Kerry says that the WCOC should take the "naked idea" and encompass natural sites. Brady says that we should pursue a TikTok account. Seth says that Holiday and Ace Hardware issue calendars with coupons. Suggestions that the WCOC do an annual calendar. Calendar Fund Committee formed: Lithia, Kerry, Jean, Amber, Brady, Karen. Brady will serve as committee lead and will email committee.

D. Cannabis Letter: Teckla will read a letter in support of Retail Storefront Cannabis during the June 7 BOS meeting. By Friday, May 27th at 3pm. Cannabis Committee will review a draft letter written by Scott to incorporate aspects of it into the original Cannabis Committee letter. Kerry and Lythia will join the WCOC Cannabis Committee. Chriss will email committee versions of both letters.

E. Community General Plan update meeting: Weaverville Library, June 7 at 6pm. Chriss will send information to membership.

F. Business Survey (Teckla): A Final version of the business survey will be mailed out to membership later.

G. New Member baskets: Karlyne procured several baskets and are stored at her home. Anna is working on a comprehensive basket item list. Karen asks if there is a deadline for welcome basket submissions. The Board sets the deadline for June 16 Board meeting to procure swag for baskets. The Chamber will assemble 8 baskets after next Board Meeting.

VI. Unfinished Business

A. Membership Certs (Chriss): Chriss shows a draft of the WCOC member certificate. The Board suggests a change in the date format. Chriss asks about funding for frames. Discussion about stickers, frames, laminating certificates. Amber motions that the Chamber spends no more \$100 on black 8x10 frames for membership certificates. Jean seconds. Karen will purchase frames on behalf of the WCOC. Chriss will create one for each business. Certificates will be framed at the next board meeting. Deidre suggests providing stickers to members that can be put up in windows. Stickers will be put on the next agenda.

B. Grants: Teckla asks Pat if the Visitor's Center would allow The Chamber to use its tax status to help secure grant opportunities for the WCOC. Pat Zugg says yes. Anna suggests creating a contract between the two entities. Chamber should also reach out to Suzi Kochems about grant opportunities.

C. Vendor Lists (Teckla): Teckla would like to create a master list of Trinity County vendors. Pat says that the Visitor's Bureau has a vendor list. Anna suggests making sure that new vendors in our community are added to the list. Pat will contact TC Fair committee for their list of vendors. Brady volunteers to compile this data into this master list. Discussion turns to hiring a database manager. WCOC agrees that this is a worthwhile activity.

D. WCOC Volunteer T-Shirts (Anna): WCOC should have a way to advertise itself during community events. Shirts could be sold at events and incorporated into the new member welcome baskets and use local Lil' Custom Shop to create shirts. Anna motions that the WCOC use their general funds to purchase 20 individual shirts for board members, committee leads etc. Lythia asks if we could commission a local artist for a design. People interested in this shirt send information to Anna. Anna will come to June meeting with design options and pricing. Anna will email Board. Karen asks if volunteers will get these shirts too. Brady and Kerry suggest rebranding The Chamber. Deidre, Chriss and Anna suggest that we have something sooner for the spring/summer events. Ana will look into the purchase options for a WCOC button.

E. 4th of July T-Shirts: Teckla would like the chamber to purchase 60 t-shirts at \$15/each to sell—\$900 budget at the fireworks. Jean says Tshirts are hard to sell and may be in competition with the Lions Club t-shirts. Conversation turns to selling hats. Teckla does not have a price point for hats. Discussion turns to bumper stickers. Teckla will come up with a few ideas with price points and email The Board.

VII. New Business

VIII. Committee Reports

A. 4th of July- The WCOC's annual fireworks event needs volunteers.

B. Halloween: New members join the committee: Brady McKay & Lythia Lovett.

C. Mountain Magic: No updates. Committee will resume after 4th of July

D. Marketing/Advertising: Chriss reports the WCOC has 183 Instagram followers, Ana says we should make sure we share all business and community events and subscribe/like etc. Chriss says that businesses/members should know that she will create a 1-minute video for Instagram, YouTube & Facebook. Teckla reminds that members can send photos via WCOC email

E. TOT Tourism: Teckla shows a flyer that encompasses all TOT entity events.

IX. Ad Hoc Committees

A. Music in the Park: First music in the park event made roughly \$2000. The next one will be on June 4 and funds will go to Ascend Wilderness Experience. Chriss asks if anyone will volunteer with Ascend. Teckla requests a Board point person: Amber & Anna volunteer.

B. Trinity County Heritage Days: “Flavors of Home” baked goods will be set up outside Trinity River Consulting starting at 12pm until sold out. Seeking food donations. Deidre asks for ideas of other vendor spaces. Jean suggests outside the New York Saloon by the fenced off area. Pat suggests outside the Title Company. Over 20 participating businesses for the gold nugget. Anna apologizes for poor communication between Arts Council, Chamber and businesses.

C. Motorcycle Routes (Amber): Amber tried to give a curated trip map with several routes based on query. However, it proved not to be what the sponsors of event were looking for. Will utilize information for future.

X. Announcements:

A. Angela’s Beads: Due to the more remote nature of their new location, Angela Beads could use WCOG assistance getting the word out of the location etc. There are several future plans for the space including, Trinity Makers Space. They are looking into grants to have equipment on-site for carpentry, welding, silversmithing, beadwork, candle making—a place where people can teach classes, learn a new skillset, work on Burning Man type art projects. The current time frame for Trinity Makers Space: 1 year. Teckla requested photos that we can put up on Chamber social media platforms. Anna suggests exploring community ed programs. Angela’s beads currently offer Digital Healing Computer Services and beads.

B. California Adventure District. Jean listened to a radio program called “California Adventure District” featuring an interview with Ryan Crockett and Scott Watkins.

XI. Adjourn: 8:30pm