

## **Weaverville Chamber of Commerce**

Board Meeting

Minutes

August 17, 2023

TCOE Conference Room

**Board Attendance:** Teckla Johnson, Chriss Williams, Jean Lam, Monica Landon, Joel Patton, Karlyne Zaitz

### **I. Call to Order & Housekeeping**

#### **II. Welcome**

- a. Guests: none
- b. Changes/Additions to the Agenda: none
- c. Announcements: none.

#### **III Reports**

- a. Treasury Report (Jean): Available balance: \$9,673.76.
- b. Secretary Report (Chriss): There are a few errors that need corrected under the April Minutes. Jean motions to approve these Minutes with amendments. Karlyne seconds. Motion carries unanimously.

#### **IV Correspondence**

- a. 75th Anniversary Trinity Title
- b. Santa Letter: Chriss will respond to the letter from a prospective Santa. Board suggests asking the following questions: Does he have a photo? Can we advertise? Does he have helpers? Has been fingerprinted?

#### **V. Unfinished Business**

- a. Update on Process of Service (Jean): No updates. Paperwork is in progress.
- b. PayPal (Jean): Jean spoke with Lani about creating a PayPal account. Lani said there are better platforms. Discussion will be tabled for now.
- c. Visitors Center: Pat invites everyone to come visit their new location. The Visitor Center hours: 10am-5pm (M-F) Chriss will do a little video featuring the space. Huffman recently visited.
- d. Committee sign-up: Tabled to next meeting.

#### **VI. New Business**

- a. Cannabis industry branding event (Chriss): Chamber agrees to sponsor a marketing how-to event for local commercial cannabis businesses. Board posits that we could extend the marketing workshop to other industries and consider hosting a larger expo that is connected with the future Chamber merger. Chriss wants to keep the initial event more low-key focusing on commercial cannabis farmers. No date set. Chriss motions to establish commercial cannabis committee. Joel seconds. Motion carries. Monica will join the committee. The committee is comprised of: Monica and Chriss.
- b. Supervisor Jill Cox quarterly meeting (Teckla): The quarterly meeting with Supervisor Cox is scheduled for the upcoming Monday, 11:45am. Teckla asks for Board input for discussion

topics. The Board requests updates on Lake/Watershed management, road construction timing (logging trucks, tourism), Cannabis, Building & Education issues.

### **VII Committee Reports**

a. Membership (Jean): Jean reports there are 4 new members of the Weaverville Chamber of Commerce.

b. Made in Trinity (Teckla): The TCDC held their 2nd community meeting. Teckla was in attendance and said it was a proactive meeting and that Made in Trinity was spotlighted.

c. 4th of July (Teckla): Teckla emailed the McConnell Foundation about sponsoring a light show. She is awaiting a response.

d. Halloween (Lythia, Teckla, Monika, Brady): Committee needs to meet to start planning events. Monica will reach out to the committee to set a date.

e. Mountain Magic (Jean, Chriss): Jean will set a meeting.

f. Marketing (Chriss, Monika): Monica made the small Where's Wylder stickers. Chriss will give them to committee chair Brady.

g. Music in the Park: -

H: ad hoc committee

i. TOT funding: Teckla reports on recent merger meeting. The Board of the new will seek representatives from each district and industry (recreation/natural resources, arts culture historical, workforce development, businesses at-large, youth). The committee discussed potential representatives. Wayne brought the by-laws from the Trinity Chamber to help guide the committee form a new entity. The Board asks how established Weaverville Chamber events will be funded under the merger. Discussion about how the WCOC may need to dissolve as an organization. Jean suggests an increase in funding for our Weaverville specific events.

ii. Economic Development: Joel attended the TCDC follow-up meeting. They built upon the spreadsheet of ideas and engaged with new ones. There is a relational database being built of ideas and people attached to the ideas. TCDC wants to solicit ideas, help with funding, and possible fiscal sponsors. Big discussion points: CD hall renovation, cannabis space in Hayfork.

**Adjourned: 7:45pm**