

Weaverville Chamber of Commerce- Minutes
September 16, 2021
Zoom

Members Attendance: Elizabeth Watson, Jean Lam, Chriss Williams, Julie Feely, Deidre Brower, Amber Carmen, Anna Carson, Michelle Myers

Guests: Lani Lott, James Aven

Call to Order. Meeting called to order at 6:05pm

Treasurer's Report (Jean): No official report given, however the Chamber has two checks (SPI and TC Arts Council) that have not been deposited and next year's 4th of July fireworks fundraising goal has been met due to generous donations. There is a \$2,984.49 in the Haunted Highway fund.

Secretary's Report (Chriss): Minutes from July and special August meeting approved.

Guest Speakers:

- I. Lani Lott: Lani spoke on the Shasta Cascade Business Development website that provides no cost, confidential business development in California. It is sponsored by Humboldt State University and works for profit only companies in all stages of business development. Trainings are offered remotely that cover topics such as: loans, marketing, QuickBooks, Google local search, minority and women own small businesses. YouTube Channel:
- II. James Aven: Discussed the upcoming Tesla super charger station near Holiday Market. The anticipated completion date is November 1. James requested that the Chamber host a Grand Opening event. Additionally, discussed the benefits of Tesla and future in the community. James suggests moving the event to the First Saturday in November and forms a committee with James and Chriss to plan a celebration.

Correspondence: Jean informs the Board they received a Return to Sender. Jean will contact Pat Zugg for updated contact information for the recipient.

Unfinished Business:

- I. Website (Michelle, Lani): no updates other than Lani updated the site with a First Saturday flyer. Asked for Tesla super charger event information and will include locations of super chargers.
- II. Mask Up Banner (Jean): The "Mask Up" COVID banner purchased last year via member donations was never hung up due to an inadequate design feature. Options discussed: issue donors a refund, hang banner over the Highland Art Center fence, use image on website, post it at a school.
- III. Policies & Procedures (Elizabeth): tabled until next month.

Committee Reports

- I. First Saturday (Anna): No new report due to the last committee meeting cancelled.
- II. Membership (Michelle): 25 letters were mailed out. Board mulls over if Michelle can give prospective members gift baskets as a recruitment tool for lapsed memberships. Board agrees that welcome baskets will be reserved for new business memberships

- only. Michelle will create special envelopes for lapsed membership. Mountain Goat Kids, Maraki and Trinity Holistic Movement will be given baskets.
- III. Trinity Made (Anna)- Trinity made postcards are circulating county wide. Postcards should also be included in new member gift baskets.
 - IV. Halloween (Chriss, Amber): Amber reviews proposed budget of \$1800. Discussion on The Chamber's sponsorship of this year's Main Street merchant candy hand out. The Board agrees on the condition that the event follows local public health guidelines and is approved by TC Environmental Health. Deidre donates \$200 on behalf of Trinity River Consulting towards the Halloween weekend events. Jean moves to budget \$1800 of WCOC for Halloween activities. Anna seconds. Amber will speak with environmental Health re: local COVID protocols. Motion carries.
 - V. Autumn in the Alps- no reports
 - VI. Mountain Magic- no reports

New business

- I. Umqua Bank is closing. Anna motions that WCOC move their banking to Coast Central Credit Union. Ambers Seconds. Motion carries.
- II. Trinity Together is hosting an Intergenerational Workshop on December 1. Ana requests that this item is put on October's agenda.
- III. **Next Steps**
 - a. Michelle will look at membership lists
 - b. Julie will provide banner contact information
 - c. James and Anna will forward planning the electric car supercharge event
 - d. Amber will reach out to Kristy Anderson re: Halloween
 - e. First Saturday committee will provide Lani with details & a poster for website.

Meeting Adjourned.