

WCOC December 16, 2021 Board Meeting

Location: The Hub, Wvvl. & Zoom

Attendance

Members: Anna Carson, Teckla Johnson, Chriss Williams Jean Lam, Karlyne Zaitz, Deidre Brower, Amber Carmen, Scott Watkins (Zoom)

Guests: None.

Call to Order: Teckla calls the meeting to order at 6:06pm.

Welcome (Teckla)

- Changes to the agenda: Infrastructure funding
- Overview of Evening events

Reports

- Treasurers Report (Jean): Available: \$4191.07
- Secretary's Report (Chriss): Corrections to November Board Meeting Minutes: Treasury balance: \$14,534.31 and Deidre's name. Deidre motions to approve Minutes with amendments. Jeans seconds. Motion Carries.

Correspondence

- Membership application from The Hub.

Report: Redding Chamber & Chamber University (Teckla): Teckla and Anna represented the Chamber during the RC's Chamber University meeting. All regional Chambers along with Chamber University will send out surveys to the community for feedback as to how The Chamber can best serve members. Shasta College will host "Chamber University"- which may be a free program. Weaverville Chamber will assist in the creation of community surveys. The WCOC February Mixer is potential date for the survey launch. Examples of Chamber University courses: Leadership & Business Management. Teckla suggests inviting Jake Mangas to a Wvvl Chamber meeting. Chriss motions to designate a future representative for Chamber University formation meetings and form a committee as needed. Jean seconds. Motion carries.

Unfinished Business

- Mask Up Banner: Further discussion ensues. Chriss will follow up with Signations in Redding. Jean has not issued reimbursements to original donors but will do so in new year.
- By-Laws (Teckla): Review of Chamber proposed amendments: membership voting, donations. Anna suggests making a template/form letter for donations. Jean reminds The Chamber that proposed amendments must be sent to Board and Membership to 30 days in advance. Chriss will send proposed amendments out to Membership and Board Member.

- Policy & Procedures also need to be created. Teckla proposes that a P&P committee is formed in January. Deidre, Chriss, Jean & Teckla volunteer for committee.
- After 5 (Scott): Buildaberg has created several mockups of future ads. Scott asks if others want to help create these ads. Anna asks if Buildaberg wants to continue with doing the ad. Scott says he would be comfortable allowing others to continue the design due to current workload. Scott will send templates. Jean suggests advertising with After 5 beginning in April 2022. Anna asks the cost of designing these ads. Scott speculates \$150-\$200. Teckla asks about the social media planning aspect of it. Scott says it's about gathering the data, posting etc. Lani currently posts content on Facebook. Conversation on hiring a social media person, intern. Chriss suggests creating a social media officer position. Teckla suggests this is continued to next meeting.
- CA Visitors Guide & TC Chamber Ad (Scott): Scott will share data from the California Visitor's Guide once it has been received.

New Business

- Membership: The WCOC has one new member for 2022 (The Hub). February Membership Mixer & Drive Committee is formed: Anna, Karlyne & Chriss. Date of Mixer: February 17. Anna will contact Golf Course to reserve a space.
- Mountain Magic: Jean suggests a follow up meeting to review the event and future in January.
- 4th of July: Amber says we need to start planning in January. Amber and Teckla volunteer for 4th of July committee.
- Autumn in the Alps: Anna motions to disband the committee. Karlyne seconds. Motion carries.
- Tesla SuperCharge Station Opening (Anna): Anna proposes that the first Saturday in February (Feb 5) features a Super Charge element at 3pm-4:30pm. The Water Bar may join in the event festivities. The Chamber will need additional insurance for Holiday. Trinity River Consulting will donate the money for the additional insurance.
- Board Nominations: All officer positions are open for Jan 20 election. Current Board Member positions that are up for re-election:(Anna, Scott, Amber, Julie, Teckla.
- Lani Lott Contract: Jean moves we accept the contract proposal. Karlyne seconds. Motion Carries
- The Hub: Teckla proposes The Hub becomes the Wvvl Chamber meeting space. Discussion tabled for future meeting.
- Music in the Park: Teckla proposes that The Chamber takes over the event. Committee: Teckla, Chriss, reach out other members.
- Infrastructure (Scott): Biden infrastructure funding for TC. A couple of organizations want project ideas to write into their grant applications. Scott asks for ideas. Deidre suggests a

“standing wave” in Trinity River and zip lines. Amber suggests connecting the “the back rocks” to the existing community trail system. Scott reports there are various meeting in January. Anna asks if outreach has been done to Hayfork Chamber etc. Wvvl Chamber can assist in circulation. Scott will write a summary to circulate.

Next Steps/Action Items

- Chriss sends out proposed amendments to by- laws to membership.
- Chriss emails Signations (Banner Co.)
- Mountain Magic committee meets in January
- Scott will share data from California Visitor’s Guide
- Advertise for Officers & Elections
- Amber will send proposal for “The Back Rocks” infrastructure.
- Scott will circulate a summary about infrastructure project
- Amber will meet with 4th of July committee
- February Membership Mixer committee will meet in January.
- Amber and Lani will create an Instagram account

Announcements

Adjournment: 7:38pm

Holiday Festivities