

Weaverville Chamber of Commerce

Board Meeting Agenda

Trinity County Office of Education

Thursday, December 15th, 2022

6:00 - 8:00 PM

Zoom Option

<https://us02web.zoom.us/j/89292107125?pwd=SQ5SGNScEhwdzZDaG05TmJwK1MzZz09>

Phone In

1 669 900 6833

Meeting ID: 892 9210 7125

Passcode: 821861

6:00 Closed Board Session

1. TOT Funding
2. TC Chamber of Commerce

6:45 1. Call to Order

2. Welcome

- a. Guests
- b. Changes to the Agenda
- c. Announcements

6:50 3. Reports

- a. Treasury Report: Jean
- b. Secretary's Report: Chriss

6:55 4. Program Presentation

- a. JEDI

7:15 5. Correspondence

- a. Ron Harrington/After 5

7:20 6. Unfinished Business

- a. Economic Pulse Survey results discussion/committee

- b. Supervisor Cox Meeting update: Anna

7:30 7. New Business

- a. Lani Lott Contract
- b. WCOC Strategic Plan: Update Discussion
- c. Process of Service Update: Julie
- d. Committee Reports:
 - i. Membership: Jean
 - ii. Made in Trinity: N/A
 - iii. 4th of July: Pat Zug
 - iv. Halloween: N//A
 - v. Mountain Magic: Amber/Jean
 - vi. Marketing/Advertising/Social Media: Anna/Chriss
 - viii. Ad hoc Committees: Calendar Committee: Brady, Board Search Committee: Jean/Teckla

8:00 8. Adjournment

WEAVERVILLE CHAMBER OF COMMERCE
Monthly Board Meeting Minutes
Thursday, November 17, 2022
6:00 to 8:00

Board Members present : Teckla Johnson, Jean Lam, Deidra Brower, Julie Feely

- 6:00 1. Call to order
2. Welcome
 a. Guests - Lani Lott, Ron Harrington, Pat Zugg, Monica Landen
 b. Changes to the Agenda - none
 c. Announcements - none at this time

- 6:07 The Meeting moved directly to:
4. Program Presentation - Ron Harrington

Please see the attached for Ron's proposal for the WCOC's advertising in the After 5 Magazine for 2023

In the proposal spoke of the WCOC continuing with the advertising in Jan & Feb (2023), which is something that the Chamber has not done in the past. The Treasurer noted that the Chamber does not have enough funds in the account to cover this expense.

6:26 Ron was thanked for his presentation.

6:27 Lani Lott asked about the Chamber's budget. The Treasurer's reply was that we did not have one. Lani stressed the importance of the Organization having one.

6:28 The ZOOM link was lost due to lack of power. Meeting ended.

Respectfully submitted,
Julie Feely - WCOC Board Member

AFTER FIVE MAGAZINE
Ron Harrington

Presentation to the WCOC Board at the
November 17, 2022 Meeting

For After Five we have had the Weaverville/Trinity County page running for many years now...maybe decades. :) The November page is attached. For years, the page went silent from January through March and then restarted in April. But the past few years, we have had Weaverville advertisers who have chosen to advertise January through March, including Highland Art Center, Trinity County Brewing, Merchant's Mall, Olson's, etc. Wanted to see if Weaverville Chamber would like to do so as well.

Inflation has hit us pretty hard as it has everyone else. Prices have skyrocketed. Our printing and delivery costs nearly tripled. We have done some things to mitigate some of those price increases.

PRICE As you know, for the Weaverville/ Trinity County page, the Weaverville Chamber has purchased two spots for \$190 per month for nine months (April through December). We then deducted 10% if the entire nine months was paid in advance, which the chamber has done. In 2019 2021 and 2022, the Chamber paid \$1,539.00. (No page in 2020 due to Covid).

We did raise our rates in March of 2022 for the first time in several years. For 2023, the price for two spots is \$210 per month for nine months (April through December) for a total of \$1,890. With the 10% discount for prepayment it would be \$1,701. If, however, the chamber would like to advertise all 12 months, we would do it for the same previous \$190 per month price for all 12 months and add a 15% reduction if paid in full. The 12 month price would be \$2,280 and with the 15% discount for prepayment it would come down to \$1,938 for advertising every issue in 2023. That works out to \$161.50 per month/issue. If you don't have income until after the membership drive in January, we can work with you on prepayment if it is done in, say, February? Or maybe half in February and half in March?

2023-2024 NORTH STATE VISITORS GUIDE

We're gearing up for the 2023-2024 North State Visitors Guide. By the way, we are still distributing the 2022-2023 North State Visitors Guide and will be throughout the winter. It's also available all year long on our website as a PDF download with hyperlinks to the advertisers websites or social media. www.northstate.news

Despite the skyrocketing prices and our printers not really sure what the cost will be to print by May of 2023, we've decided to keep the ad prices the same as this year for longtime advertisers, while doing some other things to mitigate those prices that are expected to continue to climb before we print in May.

What we've decided to do is go with a slightly smaller publication (same width but about two inches shorter) and cut the circulation down. Some of our distribution had gone to places like southern Oregon, the North Coast, Sacramento region, etc, and we'll still deliver there, but we'll cut back a bit in those areas and concentrate more of the distribution in our area and the rest of the north state. Basically up and down I-5 north and south from Oregon to Sac, and Hwy 299

east and west and Hwy 44 east. We distributed the end of May and all summer long and into the fall...sometimes through the winter as we are doing this year. We'll also have just one printing instead of splitting it in two.

PRICE

So the full-page glossy ad opposite the regional map that Weaverville and Trinity County Visitors and Development Bureau were on last year (attached...ad done by Kiana) will be the same as it was this year: \$2,795. If split with the Trinity group, that means each one pays \$1,397.50, and even that can be broken up into three interest-free payments over the summer (June, July and August). So the first payment isn't due until June.

Would the Weaverville Chamber like to continue with the glossy ad in the 2023-2024 North State Visitors Guide? I always like to get the commitment from the Weaverville Chamber first before approaching Ryan with the Trinity County Visitors and Development Bureau.

And, again, please let me know by email or phone if you have any questions or if you'd like me to attend a meeting (zoom?) to go over it with everyone. I'm trying to have all seven of the glossy pages sold by the end of the year. So far, four of last year's advertisers have already committed to keeping their page.

ONE OTHER OPTION

The other option I forgot to mention was that the Weaverville Chamber and Trinity County Chamber used to split a full page on the regular stock paper inside the publication, not the glossy. That price would be \$2,395 total or \$1,197.50 each for the Weaverville Chamber and the Trinity County Visitors and Development Bureau.

RON HARRINGTON

After Five Magazine
North State Visitors Guide
upstateCA destinations
The Intermountain News



revitalization & business development

L.L. Consulting

Lani Lott

509 Brighton Street, Grass Valley, CA 95945

4209 N 45th Street, Phoenix, AZ 85018

602-738-8381

Lani@L-Lconsulting.com

December 2, 2022

Weaverville Chamber of Commerce

Attn: Board of Directors

Proposal for Providing Marketing Assistance in 2023

Proposed Scope of Work

Website

- Regular updates (as needed) to the various pages of the website
- Bi-annual review of the website with the Board and/or interested individuals to provide feedback, offer suggestions for updates and brainstorm for content for the coming months.

Facebook Business Page

- Maintain an undated Facebook Business Page
- Weekly posts to the page showcasing Weaverville Chamber businesses, community events happening in Weaverville, national, state and local business resources, incentives and initiatives, and other content as determined valuable for Weaverville businesses and the community.
- Create Event posts for all Weaverville Chamber sponsored events. If directed by the Board, create a paid boost campaign for the event.

Email Marketing – Mail Chimp

- As made available, add email addresses to the account.
- Create and distribute a quarterly e-newsletter to the email database. Post the e-newsletter on Facebook and add a page on Website to archive all of the e-newsletters.
- As determined valuable, create and distribute special email alerts (to be limited to one per month in addition to the quarterly e-newsletter).

Attend the Monthly Board meeting as requested to address any questions, feedback and/or ideas related to marketing, social media content, website updates and/or email marketing news.

Annual Consulting Fee** 40 hours @ \$20/hour = \$800 (Average is 3 hours per month)

****Consultant's regular consulting fee for managing an organization's marketing tactics is \$75 an hour.**