

**Weaverville Chamber of Commerce
Board Meeting Agenda**

Location: Trinity Alps Golf Course
Thursday, April 21, 2022
6:00 - 8:00 PM

6:00 1. Call to Order

2. Welcome

- a. Guests
- b. Changes to the Agenda

6:05 3. Reports

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

6:15 4. Program Presentation

- a. La Grange Classic: Alan Seegmiller

6:35 5. Correspondence

- a. Sponsorship of trail cleanup:Teckla

6:40 6. Unfinished Business

- a. Retail Cannabis and WCOC letter of support: Teckla

6:55 7. New Business

- a. Membership: Chriss
 - i. Options to pay: invoice, online etc.
- b. Insurance update: Teckla
 - i. Cost
 - ii. Halloween not covered
- c. Trinity Together: Teckla
 - i. Business Survey
 - ii. Use of COVID banner
- d. County Updates:
 - i. COVID Relief Funds/CDBG funds: Scott
 - ii. New transportation Plans: Teckla
 - iii. Rural Bus. Dev. Grant: Placemaking Survey & Meeting:Teckla/Scott

e. Committee Reports:

- i. Membership: Jean/Michelle
- ii. Made in Trinity: N/A
- iii. 4th of July: Amber
- iv. Halloween: N/A
- v. Mountain Magic:N/A
- vi. Marketing/Advertising: Anna/Amber
- vii. TOT: Scott
- viii. Ad hoc Committees: Tesla Supercharger (Anna), Mixer (Karlyne), Music in the Park/First Saturday (Teckla), Trinity County Heritage Days(Anna/Deidre)

7:50 8. Next Steps/Action Items

7:55 9. Announcements

8:00 10. Adjournment

Weaverville Chamber of Commerce

Feb. 17, 2022

TCOE

Call to Order: 6:04PM

Attendance: Teckla Johnson, Amber Carman, Jean Lam, Chriss Williams Anna Carson, Deidre Brower, Chriss Williams, Karlyne Zaitz, Julie Feely, Scott Watkins

Guests: Karen Compton, Chantelle Estes, Josh Cozine, Pat Zugg, Lisa Floyd

Changes to Agenda: Instagram update & Mask Up Banner

Treasurer's Report: \$15,981.75. Income: \$275 (Mountain Magic Christmas) Expenses: Checks for Coast Central and TJ Rec Guide.

Secretary's Report (Chriss): Deidre motions to approve minutes. Teckla seconds. Motion carries.

Program Presentation: Chantelle Estes (Program Manager, TC Housing Program)- Estes provides an overview on Trinity County's new state-funded housing program. The mission of this program is to assist homeless individuals in the area in finding permanent sustainable housing opportunities and build low-middle income housing. Regional county agencies are collaborating to increase housing inventory resources. Currently, Estes has access to housing resources and funding. She conducts street homeless outreach in Trinity County and can arrange transport to individuals to their places of origin. Este reviews various types of housing including "rapid rehousing units". So far, the program has relocated 8 people with plans to begin a mobile crisis system. Homeless encampments or requests for assistance can be relayed through Susie Kochems. Next week is the annual "Point in Time" street homeless count survey and volunteers are needed.

Correspondence: Chriss reports on correspondence with Signations. The company will provide a future discount due to Mask Up banner mishap. Kool April Nights emailed for donations and Frontier Days flyer-May 21st.

Unfinished Business

- **Buildaberg Contract:** Anna met with Buildaberg. They will do the print marketing (Rec Guide, After 5, Visitor's Guide) for \$1200 and skip the online component. Contract was sent to The WCOC Board. Anna would like to show members how this marketing benefits them. Anna explains that before Buildaberg the WCOC didn't have an active marketing campaign and we can set up something to show members how the marketing strategy has changed to become more of a curated experience. Scott says this is cost neutral for Buildaberg. Anna motions to approve contract for Buildaberg. Amber seconds. Motion carries by board.

New Business

- Photos in the GD drive (Anna): Part of marketing strategy is documentation. All photos need to be stored in a central online location. Photos will be categorized in Google Drive by: season, event, activity, month, year and will include photo credit. Anna will send email to Board with a Google Drive tutorial.



Committee Reports

- Membership: Currently there are four paid memberships:(Trinity Alps Golf Course, Trinity River Consulting, The Hub, Gold Rush Jewelers) Membership checks can be given to the TC Visitor's Center or Gold Rush Jewelers. Membership applications will be available at The March Mixer. Jean will meet with Pat Zugg to gather member mailing list. Anna suggests we include the Mixer flyer with the membership invoices. Chriss will send Mixer flyer to Deidre for printing.
- 4th of July (Pat Zugg): The fireworks contract for \$8000 has been secured. The WCOC needs to send a \$4000 check as a down payment. Pat discussed safety issues with the elementary school and a 4th of July fireworks letter. Teckla and Amber will schedule next committee meeting.
- Mountain Magic (Jean): Committee had a post event meeting at TCOE. Committee discussed vision and ideas for upcoming year.
- Marketing & Advertising (Anna): TOT meeting should include vision for a cohesive campaign. Teckla says that WCOC advertises for all of TC in many ways but we focus on Weaverville with inclusivity for outlining areas. Recent Instagram posts have spotlighted members Earth Dance & Meraki.
- TOT (Teckla): WCOC recently met for a collaborative TOT recipient meeting. The group is focused on transparency & working collaboratively on TOT goals. A follow up meeting is scheduled for next week. Each organization is allowed 1-2 guests. Teckla will meet with Jean to review some of the WCOC TOT fund allocation. Collaborative meeting scheduled for March 2.

Ad Hoc

- Tesla SuperCharger (Anna): The event is scheduled for Saturday, March 5 from 2pm-4pm. It will feature speeches from various community leaders and electric car owners and light hor d'oeuvres & beverages. Anna asked TPUD for \$300 to co-sponsor the event. The event is in need of a PA system and pop-up tent. Anna requests help talking to Holiday, securing tables and the pop-up tent. Chriss requests a flyer for Instagram. Amber offers tables, pop-up tent, PA system & beverages. Deidre also volunteers a pop-up tent and table. James Aven will be discussing how rural communities can use emerging technologies. Jean will connect Anna with the contractor that installed the supercharge station. No Tesla representatives will be present.

- First Saturday & Music in the Park: (Teckla): Teckla spoke with Karla Avila from the Arts Council. The Council has some funding for musicians but after Karla met with the Arts Council Board and at this time it is unclear how much they want to commit to doing Music in the Park. Presently they can commit to assist with at least two..Chriss suggests promoting bands playing at local businesses. Amber says that the shuttles available at a previous First Saturday were helpful in bringing in business to the uptown area. Teckla will follow up with Karla next week. If the Arts Council cannot commit to every First Saturday the WCOC may figure out something with local businesses hosting musicians. Jean suggests contacting Drew Franklin who put on Tribal Stomp.
- March Mixer (Karlyne): Karlyne procured a basket for the Mixer raffle. The basket will be filled with locally sourced goods . Deidre volunteers a donation, Chriss will request swag donations from Flowra. Amber is tasked with creating a Suggestion Box. Mixer committee is meeting tomorrow evening. Mixer activities include: WCOC welcome speech (Teckla), Trish Funk from JEDI as the event featured speaker, raffle prizes, games and Membership recruitment. Committee initially requested a \$500 budget, however as insurance and alcohol cost \$150 Anna requests additional Mixer funding in the amount of \$100. Jeans motions to approve. Teckla seconds. Motion carries. Jean offers to donate wine. The mixer is scheduled for March 17. Teckla asks if we can invite THS FBLA. Quarterly mixers are suggested Chriss will send Teckla Flyer for FBLA. Possible June Mixer.
- Love in the Ville (Chriss): Amber suggests we send more photos to Lani.

Other:

- Frontier Days is now on the May 21st
- College & Career Expo on April 29 (TC Fairgrounds)

Action Items:

Teckla will invite FBLA to March Mixer
 Anna will circulate Tesla Supercharger Flyer
 Chriss will visit Earth Dance for Instagram
 Jean will donate wine to the Mixer
 Jean and Pat will meet for the membership mailing
 Deidre will print Mixer Flyers

Adjourned: 7:59pm

Committee Name: Cannabis Committee Report

Report Date: 4/16/22

Committee Members: Scott Watkins, Chriss Williams, Anna Carson, Deidre Brower

Activity Description: On April 7th, Teckla Johnson, on behalf of the Weaverville Chamber of Commerce board, read a letter endorsing an easement of unnecessary complexities in ordinances and licensing for all businesses, including retail cannabis.

Committee Name: TOT Committee Report

Report Date: 4/16/22

Committee Members: Teckla Johnson, Amber Carman, Chriss Williams, Scott Watkins, other TOT recipient organizations

Activity Description: In March 2022 the WCOC committee made suggestions to the overall TOT committee report and created our own one page document describing our TOT funded activities from the past year. The overall report had collective input from the TOT recipients and was given to the county. We are currently collaborating with the other TOT recipients and the Trinity County Chamber of Commerce to forge relationships and work toward a greater tourism/marketing plan for Trinity County. Lani Lott facilitated the first collaborative meeting on 4/11/22.

Committee Name: Music in the Park Committee Report

Report Date: 4/16/22

Committee Members: Teckla Johnson (WCOC), Karla Avila (TCAC), Taylor Aglipay, Maggie Alvord.

Activity Description: Committee is working towards a reproducible process to employ with each event. Each Music in the Park event will be a benefit fundraiser for a different not-for-profit group in Trinity County. Benefitting groups will be required to bring volunteers, but there will be a standard structure in place with the location, sale of alcohol, food and secured bands, etc. Beer and food will be served at 7:30PM and music will run from 8PM-10PM. We are working on creating an application/MOU for organizations who would like to be involved. 25% of the proceeds will be put toward WCOC and TCAC costs.

The May 7th Music in the Park event is a benefit for the Farmer's Market, a committee of the North Fork Grange (Grange). The partnership with the Grange/Farmer's Market had already been solidified and they secured the bands (Mojito and Not Quite Right ESP). The Grange also secured the food. This partnership allowed us to create a 3rd Music in the Park event. We are looking for the June organization and 1-2 food vendors.