

**Weaverville Chamber of Commerce  
Board Meeting Agenda**

Location: Trinity County Office of Education  
Thursday, February 17th  
6:00 - 8:00 PM

**Join Zoom Meeting**

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

**Phone In**

1 669 900 6833

Meeting ID: 892 9210 7125

Passcode: 821861

**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. Chantelle Estess, Housing Coordinator with Trinity County

**6:35 5. Correspondence**

**6:40 6. Unfinished Business**

- a. Visitor's Guide Data: Scott
- b. Buildaberg: Contract, Fees and Marketing: Scott

**6:55 7. New Business**

- a. Photos and G drive organization: Anna
- b. Committee Reports:

- o Membership
- o Made in Trinity
- o 4<sup>th</sup> of July
- o Halloween
- o Mountain Magic
- o Marketing/Advertising
- o TOT
- o Ad hoc Committees: Tesla Supercharger (Anna), Fist Saturday, Mixer (Karlyne), Music in the Park (Teckla), Lovin the Ville (Chriss)

**7:50 8. Next Steps/Action Items**

**7:55 9. Announcements**

**8:00 10. Adjournment**

## **Weaverville Chamber of Commerce-Board Meeting Minutes**

January 20, 2022

Location: Trinity River Consulting

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

**Guests:** Wayne Agner, Pat Zugg

**Call to Order** (Teckla): 6:06pm

**Changes in Agenda:** Featured program presentation is rescheduled for a later date & add 4th of July budget to New Business

**Treasurer's Report (Jean):** Available Balance: \$5,579.57. Income: Mountain Magic Christmas, 2022 Membership (1) & TOT funds.

**Secretary's Report (Chriss):** Correct Deidre's name in Minutes. Deidre motions to approve December Minutes. Karlyne seconds. Motion carries.

### **Unfinished Business:**

- **Social Media (Teckla):** Chriss volunteers to create the WCOC Instagram account. Deidre suggests that Chamber members commit to a certain number of posts on Facebook. Anna suggests a "Show Weaverville Some Love" Facebook campaign. For the month of February. Chamber members will send photos to Lani for circulation by February 2. Chriss will email Lani to let her know of this campaign.
- **Meeting Location:** The Weaverville Chamber has several meeting space possibilities: TCOE, Trinity River Consulting, The Hub. Trinity River Consulting volunteers to host for March. Conversation about using The Hub as a possible member perk as part of The Chamber's membership. Anna will continue discussion with The Hub. Teckla suggests that The Chamber reach out to Wvvl businesses about a roving meeting model that Anna initially suggested.
- **Mask Banner (Chriss):** The issue with the banner was revealed to be the length of the rope and lack of a "break away safety measure." Velocity was ultimately unable to hang the banner due to the issues. Chriss will follow up with Signsations about the rope length. Teckla motions that the Chamber absorb the cost of the banner. Anna seconds. Motion carries. Jean suggests that we ask our membership if they want the banner. Jean will send Chriss an email template

## **New Business:**

- **Elections:** Jean motions to elect Teckla Johnson as President, Amber Carmen, Vice President, Chriss Williams Secretary, Jean Lam, Treasurer, Karlyne Zaitz, Sergeant at Arms. Chriss seconds. Motion carries. Board Members (re)elected: Teckla Johnson, Jean Lam, Karlyne Zaitz, Julie Feely, Scott Watkins, Anna Carson. One board position remains open.
- **-TOT funding & Places (Teckla):** List of deliverables will be sent to The Chamber BM. Conversations are happening in terms of collaboration with other TOT recipients (TC Visitors, Historical Society, Hayfork Chamber, TC Arts Council, Humboldt-Trinity Alliance, TC Information Services). We need to prove that we are active as a Chamber in order to continue receiving TOT funding. The Arts Council has asked that The Chamber assists with their TrinityPlaces.org project. Chriss suggests we can collaborate through social media (Instagram). Jean says that TOT funding is in jeopardy from being put in the County General Fund and provides history of funding. Chriss suggests that The Chamber hosts a TOT recipient mixer. Julie says that the Arts Council is working on something. Amber, Scott, Teckla and Chriss are interested in attending these meetings. Anna confirms that The Chamber wants to assert its position of moving forward in a collaborative spirit with the other TOT recipients and suggests goals are clearly outlined. Anna asks if the Arts Council can live stream these meetings. Julie will forward information what's been happening in these meetings, framework, goals etc.
- **Advertising and Marketing Committee (Teckla):** Jean reports that the Trinity Journal came to her asking about WCOC's ad in the annual Rec Guide. Payment is due at the end of the month (under \$500). Karlyne motions to advertise in TJ Rec Guide. Julie seconds. Motion Carries. Anna suggests that we offer to pay Buildaberg to continue advertising for 2022 along with forming a committee that ties in TOT recipients. Teckla forms a committee (Jean, Scott, Anna). Anna will coordinate the committee's first meeting. Scott will develop a project plan and scope of work.
- **4th of July (Pat):** Pat spoke with the fireworks company, and they will send estimate for 2022 services in the next week. Pat asks The Chamber votes on a Date. Lions Club requests July 3 as it corresponds with the Demolition Derby. Jean says that we normally budget \$8500. Jean motions to schedule the 4<sup>th</sup> of July fireworks on July 3 and budget \$8500 for it. Teckla seconds. Motion carries.
- **Frontier Days (Anna):** The Trinity Arts Council is hosting Frontier Days and requests The Chamber's assistance with obtaining business sponsorships (of a gold nugget). The date is set for Saturday, May 7. Karlyne says that attendance has been low in previous years. Julie says that the Arts Council is going to simplify the event itself this year by focusing on landscapes vs. peoplehood. Arts Council would like to construct a Native American village at the Highland Arts Center. Julie says this will be a "First Saturday" event as well. Anna motions to support Frontier Days. Board in favor.

## Committee Reports:

- **Membership (Jean):** The WCOC needs a 2022 membership letter.. Jean says that Pat has mailing addresses. Chriss suggests the new membership letters be offered at Mixer. Chriss will create & and maintain Membership spreadsheet (under GD Contacts folder). Jean will send current member list to Chriss.
- **Made in Trinity:** No update
- **4th of July:** Committee will be meeting with Pat to coordinate. Teckla asks that Chamber members step up and volunteer. Anna suggests The Chamber invite community organizations to participate (Forest Service, Boy Scouts...). Chriss asks if we can pay student groups etc. The Chamber can do so. Amber suggests that we ask local businesses to pitch in.
- **Halloween:** No update.
- **Mountain Magic (Jean):** A wrap up meeting is scheduled for January 24 (6pm) at TCOE.
- **Tesla Supercharge:** Event on March 5.
- **February Membership Mixer (Karlyne):** Due to COVID, should event continue? Mixer is moved to Thursday, March 17th meeting- The Water Bar. Amber will join committee. Budget request: \$500. Anna motions that committee has a budget of \$500 Teckla seconds. Motion Carries. Committee will apply for a beer license for event. TC Brewing Co?
- **Music in the Park (Teckla):** Teckla is in conversation with The Arts Council and partnership with event. No details have been solidified but more information should come out of the next meeting in February.

## Action Items:

- Chriss will reach out to Lani re: February campaign and launch WCOC Instagram Account.
- Jean will create an email about the Mask Up Banner.
- Anna will coordinate a meeting with Advertising & Marketing Committee (Jean & Scott)
- Chriss will create and maintain Member spreadsheet. Jean will email current spreadsheet.
- WCOC elected officers will meet for a press release photo for paper on Sunday, Jan. 23 Golf Course 11am.
- Bigfoot Day (The Chamber co-sponsor with The Water Bar).
- Membership Mixer meeting scheduled for Sunday, 11am Mixer Meeting at Golf Course
- WCOC Mountain Magic Wrap Up meeting scheduled for- Monday, January 24.

**Adjournment:** 8:09pm