

### **I. Closed Session**

**Board Members in Attendance:** Teckla Johnson, Chriss Williams, Jean Lam, Megan Scalzo, Amber Carman, Monica Landon, Jean Lam, Julie Feeley, Brady McKay

#### **Guests:**

II. **Call to Order (Teckla):** 6:05pm

#### **III. Welcome (Amber)**

- A. Guests: Lythia (Healing Space), Evergreen, Michelle Myers (TC Arts & Supply Co). **Note:** Lythia Lovett will be joining the WCOE Board but first, Anna Carson will need to submit her resignation letter.
- B. Changes to Agenda: None
- C. Announcement: Evergreen (Ahome Chocolate) & The Water Bar are partnering up.

#### **IV. Reports**

- A. Treasurer's Report (Jean): Available Balance: \$7,234.78. Annual insurance bill is due soon -\$2500
- B. Secretary's Report (Chriss): Correct Pat's name (2T's). Jean motions to approve Minutes. Amber seconds. Board approves unanimously.

#### **V. Program**

- A. None.

#### **VI. Correspondence**

- A. North State Visitor's Guide (Teckla): Ron asked The Chambers wants to use the ad from the previous year. The dimensions need to be redone as the Guide's format has changed. Teckla reached out to Kiana. Amber motions to approve up to \$200 for Kiana to adjust the ad, as needed. Monica seconds. Board approves unanimously.
- B. Trinity Arts & Crafts Supply Letter: Discussion on how to get our community engaged in shopping local. Julie & Jean discuss "Cash Mob" a national initiative. Megan will reach out to the US and California Chamber of Commerce for ideas.

#### **VII. Unfinished**

- A. Economic Pulse: Tabling until next agenda.
- B. Budget (Teckla): Teckla reviews the budget. Event funds are projected estimates. Correction: \$5540.01 (Rollover funds). Monica suggests reaching out specifically to vendors and in-home businesses.
- C. Process of Service: Chriss reached out to Pat to learn if TC Tax was willing to assist. Has not hear back.
- D. TOT Partner
- E. TC Chamber/WCOE update
- F. Paypal: No update
- G. Weaverville Rotary Trash Receptacles

#### **VIII. New Business**

- A. Efforts alignment/energy output discussion (Teckla).
- B. Committee Reports
  - i. Membership Committee: Jean and Julie worked on the Membership letter and will send out digital & hard copies. Invitations will be sent to fictitious business names as seen in the Trinity Journal. Julie is working on a draft of the letter. Megan suggests that the Membership Drive Committee merge with the Membership Committee. They are now merged. Megan made a list of current businesses.
  - ii. Made in Trinity (Amber): Would like to Trademark "Trinity Made"
  - iii. 4th of July: Jean reads a report from Pat Zugg. Megan and Joel are added to the

committee.

iv. Halloween: No report.

v. Mountain Magic: No report.

vi. Marketing/Advertising/Social Media: Chriss launched a video campaign: "Shop Trinity Explore Trinity." It has received positive community feedback via Facebook and Instagram. The WCOC Instagram currently has 364 followers. Jean suggests that Chriss writes a proposal to the WCOC to get compensation. Discussion. Jean will reach out to Lani Lott about any conflict of interest. Chriss also suggests asking for reimbursement of software used. Amber suggests merging the Calendar committee (Monica, Lythia, Brady) with the Marketing/Advertising/Social Media. They are merged. Lithia suggests having a Tik Tok. Chriss will set up a Tik Tok account and give information to committee. Monica has digitized the town and area names and they are available for Chamber members as stickers or png files.

vii. Ad Hoc Committee

1. Calendar Committee: This committee has merged with the Marketing/Advertising/Social Media committee.
2. Membership Drive Committee:

**Adjourned:** 8:08pm