

Weaverville Chamber of Commerce

December 15, 2022

TCOE & Zoom

6p-8p

Board Members in Attendance: Teckla Johnson, Julie Feely, Jean Lam, Chriss Williams, Karlyne Zaitz

Closed Board Meeting: 6pm

Call to Order General Board Meeting (Teckla): 6:55pm

Guests: Monica Landon

Changes to the Agenda: None

Announcements: None

Treasury Report (Jean): Treasury Report is circulated. There is an available balance of \$1,170.77. Teckla comments that the Chamber should think about reallocating the funds in Haunted Highway and Calendar into the General Fund. Teckla will ask Lani Lott for assistance with streamlining a budgetary process. Teckla and Jean form a budget committee.

Secretary's Report (Chriss): Julie is thanked for taking over the Minutes in Chriss' absence. Jean motions to approve minutes. Karlyne seconds. Motion carries.

Program Presentation: Teckla reads an email from Trish Funk from WBC at JEDI. JEDI is interested in partnering with The WCOG for an event targeting small businesses and lenders.

Correspondence

After 5/Ron Harrington: Follow up if WCOG wants to advertise with After 5. The Board reviews associated costs and benefits of After 5 and NSVG advertisements.

After 5

1. 9 months @\$210 month (April-Dec)
2. With 10% discount= \$1701 if paid in full
3. 12 months @\$190/month = \$2280. 15% discount if paid in full: \$1938

NSVG- smaller, concentrate on local districts, 1 printing, same pricing.

1. \$2795/glossy full page
2. Shared page=\$1397, TCVB split: \$1197/non-glossy.

Karlyne asks if we benefit from advertising with After 5. Jean says that we should have a QR code in ad. Jean suggests that all pick up an After 5 and report back on what grabs our attention. Chriss motions to split a North State Visitors Guide ad page with the TC Visitors Center and reallocate the After 5 advertising money towards digital marketing such as Facebook. Jean seconds. Motion carries unanimously. The NSVG Ad will feature a QR code.

Quarterly Supervisor Meeting (Teckla): This is a quarterly meeting with District 2 Supervisor Jill Cox. The meeting focused on TOT funding presently and future allocation.

New Business

Lani Lott Contract: Board reviews Contract proposal. The contract funds come from Calendar funding. Chriss suggests that Lani works on a new Facebook marketing campaign using the After 5 funds that were allocated towards the project. Jean motions to approve the contract. Chriss seconds. Discussion: Teckla motions that we talk to Lani about new marketing endeavors, such as a Facebook campaign. Jean withdraws motion. Chriss seconds Teckla's motion. Motion carries. Chriss will reach out to Lani Lott about including new marketing endeavors in contract and including a fillable pdf membership form and payment button on website.

Agent of Process (Julie): Every 2 years The Chamber reports to the Secretary of State to update Agent of Process. Chriss will discuss this process with Julie F. Per Julie, the WCOC has a FTB suspension from March 2021. Chriss will work with Julie to lift suspension etc.

Committees

Membership (Jean): Jean says we will invoice in early 2023 for membership.

4th of July Updates: 4th of July fireworks will take place in 2023 on July 3rd. Teckla or Pat Zugg will contact school & fireworks.

Halloween: No updates

Mountain Magic Christmas: The event was well attended. Discussion ensues about fundraising efforts etc. Jean said that there was not an uptick of business at her business but other merchants did see an increase in revenue due to the event. Discussion on how to evolve the event to better serve community business needs. Monica says she heard community feedback regarding the length of the event. Teckla mentions having a Light Parade and shift the event to the late afternoon. (Ideas: Santa joins the light parade, Santa appears during the tree lighting...). Monica comments on what other cities have done.. Karlyne says that community needs have changed, and this event needs to be reimagined/reinvigorated. Teckla will explore what is needed to sponsor a Light Parade.

Marketing/Advertising: No committee updates.

Ad Hoc

Board Search committee: Per WCOC by-laws, The Chamber needs to inform membership/publicize elections 2 weeks before January 17th meeting. The 2023 WCOC Board nominees are as follows: Monica Landon, Joel Patton, Brady McKay, Megan Scalzo. Jean Lam will provide Chriss with Board Officer positions up for reelection. Chriss will submit a Press release to the Trinity Journal regarding the January 20, 2023 Board Elections. Nominations are also welcome from the floor, the day of election.

Meeting adjourned: 8:09p.m.

Minutes Submitted By: Chriss Williams, Board Secretary