

Weaverville Chamber of Commerce

March 16, 2023

TCOE Conference Room

Minutes

Board Members in Attendance: Teckla Johnson, Karlyne Zaitz, Chriss Williams, Monica Landon, Jean Lam, Amber Carmen, Julie Feely, Jean Lam, Brady McKay

1. CALL TO ORDER (Teckla): 6:04am

2. WELCOME (Amber)

- a. Guests/Members: Karla Avila, Michelle Myers, Skylar Fisher, Arvil Reeves, Bella Hedtke, Lithia Sanchez
- b. Changes/Additions to the Agenda: Add Skylar Fisher to Program Presentations.
- c. Announcements: Ascend's Mountain Prom is March 25, Water Bar's Spring Hiking Challenge sign-ups.

3. REPORTS

- a. Treasury Report (Jean): Jean reviews the Treasurer's Report. Available balance: \$7,056.48
- b. Secretary's Report (Chriss): Amber requests that under #8 "New Business," that language is changed to "Trinity Made". Julie requests that we amend the portion about Chriss' Compensation to include Board action to reach out to Lani Lott about any conflicts of interest and to include alternative idea is to seek reimbursement for software/app needs. Amber motion to approve the Minutes with edits. Jean seconds. Motion carried unanimously.

4. PROGRAM PRESENTATION

- a. Karla Avila, Trinity County Arts Council:
 - i. The Trinity Arts Council has a Grant opportunity from the California Arts Council via the California Creative Corps. The deadline is April 28,2023. The grant provides opportunities for Artists working in the community to develop projects focused on issues such as climate change, social justice, fire prevention etc. This grant is open specifically to "upstate" California counties and Trinity County could potentially be awarded up to \$200k for either one project or several projects. The grant is open to individual artists, groups, non profits, community groups, people/groups in need of a fiscal sponsor. Karla provides an overview of the history of this grant. The Board discusses.
- b. Skylar Fisher (Weaverville Resident)
 - i. Skylar recently sat in on a meeting with the Weaverville Historical District Architectural Review Committee. This prompted her to informally poll local merchants who said they are feeling down due to the state of the

economy. Skylar has been researching grant opportunities for rural communities. One such grant opportunity is from the Citizen Institute of Urban Design. The application deadline is April 21. The purpose of their program is for local jurisdictions or organizations to apply for grants in order to revitalize rural urban areas such as the Weaverville Historical District. Skylar has grant writing experience and would like to create and submit a grant application to the aforementioned organization. The Board discusses. Teckla will send out the link to the grant application for the Board to review. Teckla motions for Skylar to draft a grant application for the Citizens Institute of Urban Design which will be presented to The Board. Chriss seconds. Motion carried unanimously.

5. CORRESPONDENCE

- a. North State Visitors Guide: Kiana is currently working on the ad design and will be completed by the end of month.
- b. Almanac: The Trinity Journal put out an Almanac with a WCOC advertisement and billed The Chamber \$209. The Trinity Journal said they were authorized to run the ad by Build-a-Berg. Jean paid the bill.
- c. Workforce Roundtable Invitation: Trinity Together and the SmartCenter is co-sponsoring Workforce development in the community to increase conversation about resources, synergy etc. Amber will be attending.
- d. Supervisor Cox update
 - i. Chriss and Teckla met with Jill Cox and discussed TOT partners and strategies, the Huffman Bill. The next step is bringing all the TOT partners together for a larger conversation.

6. UNFINISHED BUSINESS

- a. Anna Carson resignation & Board Elections (Amber): Anna's Resignation Letter is read. Amber motions to fill our empty Board position with Lithia Sanchez. Brady seconds. Motion carried unanimously by The Board.
- b. Process of Service: No response from Pat. Jean will reach out to Heather at Trinity Tax. Amber motions that the WCOC pays up to \$500 to rectify our FTB suspension. Monica seconds. Motion carried unanimously.
- c. TC Chamber/WCOC Chamber update (Teckla): The Weaverville Chamber had a conversation about the WCOC and Trinity Chamber merging during the Trinity County Chamber of Commerce's board meeting. A committee was created. They will work on a strategy and bring it back to the group during the Trinity County Chamber's April meeting (3rd Wednesday).
- d. Paypal/Online Membership: Tabled to next meeting
- e. Weaverville Rotary Trash Receptacles: WCOC will give information to Rotary about the Arts Council's CCC grant opportunity.

7. NEW BUSINESS

- a. Map Project: Tabled until next meeting

- b. All Partner Mixer (Brady): In lieu of hosting a traditional Membership mixer invite TOT partners. Jean suggests that we host it at our May Board Meeting (May 18th). Teckla will invite Jill Cox. The membership Committee plans this event. Amber joins the committee. Membership Mixer Committee is as follows: Karlyne, Megan, Brady, Lithia. Amber motions that WCOC pays up to \$500 for the Member/TOT Mixer. Brady seconds. Motion carried unanimously.
- c. DEI workshop series and business support: Trinity Together is going to host a series of equity inclusion workshops for businesses. Teckla is asking that the WCOC help support this. Discussion tabled to next meeting.
- d. Amber is forming a new non-profit group: VOAD...it's a disaster community response team. Amber will be attending a Ham Radio training. VOAD is looking for other individuals, community organizations and partnerships to join their efforts. The next meeting will be on Zoom. Wednesday 9am-10 March 29. Amber will send more information.

8. COMMITTEE REPORTS

- a. Membership Committee: Jean asks if Monica (Weaving Spider) received the invoice. Monica states she has not but will pay the invoice in cash after the meeting.
- b. Made in Trinity: n/a
- c. 4th of July: n/a
- d. Halloween: n/a
- e. Mountain Magic: n/a
- f. Marketing/Advertising/Social Media
- g. Music in the Park: Brady has several big band charts that are not being used. She would like to coordinate local musicians or people that are interested in staging a big band concert for the community. This could be part of Music in the Park. Some professional musicians would also be invited. This could be part of the Arts Council grant.
- h. Ad hoc Committees:

ADJOURNED: 8:14pm