

## Weaverville Chamber of Commerce Minutes

# “Open Board Meeting” 3/21/24

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**Call to order 6:04PM / TCOE conference room / March 21, 2024/ No. 2 / recorded by Ryan Crockett**

### **In attendance as introduced**

Trish Harris, Kayley Wheeler, Julia Aslin, Ryan Crockett, Kerry Hurley, Karen Compton (Joss House), Amy Brookins, Pat Zugg, Jean Lam, Amei from Amei's Kitchen, Karlyne, Valarie & Christian (Yantra), Magdalana (Gorgeous by design), Lani Gonzales, Devon Adrian, Elizabeth Henson, Walter & wife (Trinity Bistro).

### **1. Housekeeping - Bathrooms located**

### **2. Welcome**

- A. Introductions - see above attendance
- B. Two empty board positions, if anyone has interest in joining please reach out. Megan Scalzo, current board member, would like us to check on her current good standing due to absences.
- C. Announcements - Joss house 150th anniversary event presented by Karen. Encourages business to get involved. Trinity Paragliding, new business in town, details presented by Chris Kennedy. Car Show information June 22, sponsors sought. Julia is planning a workshop for senior citizens bridging technology/digital gap.

### **3. Reports**

- A. Treasury Report - Available Balance= 5,409.55 (fireworks 1,611.65) Deposit made for fireworks.
- B. Secretary Report - Minutes approved

### **4. (6:27) Correspondence**

- A. Jill Cox crosswalk briefing and email was read. Crosswalk improvements coming.

### **5. Economic Development (Economy, Industry, Commerce)**

- A. Trish briefed and passed around the general plan by the county. Trish briefed about TCDC a private economic group working to improve Weaverville economy.

### **6. (6:35) Old Business**

- A. Sponsorship info for the LaGrange Race was sent out. Chamber sponsorship? Trish opened up to the board for conversation. No interest by the board at this time due to shift in advertising budget.
- B. TCCC merger with the WCOC - Jean briefs. Great idea at the beginning, does not work for all non profit types. Devon briefed on push from Jill Cox and Ric Leutenwyler. All agencies agree to keep communication open moving forward.
- C. Tabled items
  - i. Pledge of Allegiance to start board meetings - Board votes. 6 in favor 2 in opposition.
  - ii. Reading of Mission Statement at meetings - Tabled
  - iii. New vision, mission, strategic plan - Tabled
  - iv. Internal calendar for Chamber website) - Discussed need for a type of calendar that differs from The Trinity Journal, more focus on business happenings/sales etc., interactive. Using facebook to pin a calendar for the month for members/business to create. One shared google calendar was

mentioned with access given to all community groups. QR code added to the business fronts linking info happenings that updates weekly.

v. Chamber newsletter - Website sign up and monthly email goes out by Loni

vi. Locations for board meetings - Continuing meetings at TCOE

vii. Business Owner survey - Trish asks what do businesses need and how does “thrive” look like. Owners go around the room and explain needs. Possibly create a business owner networking meetup event for uptown and downtown. “Local tourist” campaign. Continuing discussion at future meetings.

## **7. (7:24) New Business**

- A. WCOC Representative on TCOC board - Board voted - Trish takes the seat
- B. Updating website with board members & statements- Kerry will make corrections
- C. CA franchise Tax Board issue update - Filing has not happened since 2017, Jean has been working to correct for some time, work in process to make corrections in contact with the state.
- D. Adopt a town - Chamber needs to study other similar towns. Board members to adopt another town. Devon-Cool/Jean-Weed/Kerry-Burney Falls & Santa Rosa. Will report back.
- E. WCOC storage at Karlyn's house- Storage has been organized and itemized. \$10/monthly fee to Karlyn. All approved.
- F. Grants & Funding - Cataloging information by Trish and Julia
- G. Reimbursed Jean for baskets

## **8. (7:45) Committee Chair Reports**

- A. Events - Annual events solidified, a few new events in the works.
- B. Membership- “Meet the Chamber” April 11th at the brewery
- C. Fundraising - Beer booth fundraiser is forming
- D. Marketing - Logo work discussed, wikipedia updated, tagline tabled.

## **9. Adjourn at 8:15 pm**