

“Special Meeting” 02/22

Call to order 6:00PM / TCOE conference room / FEBRUARY 22, 2024/ No. 1 / recorded by Ryan Crockett

A. **ATTENDEES** - Trish Harris, Ryan Crockett, Wayne, Karlyne, Jean Lamb, Kerry Hurley, Devon Adrian, Pat Zugg, Kaylee Wheeler, Jacob Corella, Andrea (Amei’s kitchen), Judy Morris, Monica Landon, Julia Aslin, Lythia Sanchez

B. **Changes to the agenda**= None

C. **ANNOUNCEMENTS** -

Chamber etiquette/protocol Read by Trish -no comment

Agenda item i.-3 Kerry -Explains background with Santa Rosa 5 star Chamber/ Ambassador recruit membership.

Board business vs. chamber business Trish reads item 1 and 2 - No comments

6:08 3. New Business:

Proposal- reading mission and pledge at beginning of meetings?- asks for vote

Kerry - clarification how do we read it, open for discussion. Jean - reminder bylaws require a 30 day notice to change.

President doesn't get vote. Devon - “Roberts rules of order” is the system we use. Kerry - motions to approve mission reading before each meeting. Kerry - asks if anyone is opposed to Pledge reciting. Devon, Monica, Karlyne, Lythia, suggests no.

Kaylee-suggests people that want to say the pledge come early.Trish- lets stay united one way or another. Jean-reminds us that we are diverse. Kaylee- does the membership vote? Jean-its smart to let membership have feedback. Motion- **tabled pledge**

Proposal for new communication and calendar.

Ryan explains a need for a newsletter/calendar that sends out middle of month. Kerry suggests marketing committee does this. Monica-Suggests using the system that is in place.. Jean- Wayne does this already, businesses just need to use the service. Devon- Add to survey.“How do communicate your events” Wayne-calendar gets updates weekly, encouraging people to send in info. Trinity Journal needs our sale ads to stay open. Kaylee-reminds us that some people use online and others use newspaper. Trish - **Calendar gets table to next meeting.**

Proposal for new location

Pat-small groups are ok for Visitor Center. Jean-Morinos was location and have used many other locations. Trish - Maybe pregame locations. Kerry- SR chamber had a system that had business sign up and it was was an honor to host meetings. Lythia- We should use this for membership draw. Kaylee- Business should invite us and host us unannounced. **Location Tabled for future discussion.**

Proposal on handout - “Identity”

Trish asks for input on new identity. Jean- Has always felt that way. This is how town is now and we need to embrace culture and history. Kerry- We are in the top 3 poorest counties. Asks for clarification, suggests slight changes, agrees on history. Devon-Trinity county.gov is a great source. Kaylee-Google Weaverville, CA the Wikipedia article is what comes up first. We need to change that. Wayne-TCCC reaches outside the state, suggesting connecting with UpStateCa.

Proposal on handout - “definition”

Trish- Wants to move the Chamber to be more commerce focused. Wayne-asks if we are locking in on tourism? Trish-yes we are tourist focused and tourist revenue is on the rise. Jacob- tourism is what supports business. Tahoe residents are already coming. Monica- Other focus ideas, communications to businesses, business coaching. Julia-We need more business workshops. Monica- Mission Statement is vague for a reason, allowing for growth. Trish- mission needs to be specific so we can measure growth. This will help us be aware of what works how to make decisions. **Vision tabled for more review**

Proposal on handout “Strategic Plan”

Kerry-Reminds us how diverse our county is. Lythia- Agrees marketing outside our state. Devon-Shares experience with recent article about the Diggins and how it boosted social media.. Wayne- Shares “used to” campaign. Trish- Adds volunteer fair idea. Wants us to be ready to vote vision and mission before the next meeting. Jean-Reminds us that a strategic plan is required for BOS.

Proposal Tabled until general meeting in March

7. 7:30pm FORMING COMMITTEES -

Trish reminds us that we are in transition and we will need to restructure how committees are set up. Trish- currently 4 basic committees with leads and then sub committees. Trish asks who wants to join events below. Ryan records and confirms.

EVENTS - Ryan (Lead) Kaylee, Pat, Jean, Lythia, Jacob, Devon, Amy, Cala-Dec, Karlyne

MEMBERSHIP/MIXER - Kerry & Jean (Lead) Trish, Devon, Keyley, Julia

FUNDRAISING - Kayley (lead), Trish, Jacob, Ryan

MARKETING - Kerry (lead), Julia, Wayne, Lythia. With Judy Morris added as communication only for now.

8. REQUESTS -Business owner survey - Think about what “thrive” looks like for them.

Julia- Suggests apps for communication

9. Meeting adjourned 8:02pm