

Weaverville Chamber of Commerce

August 18, 2022

TCOE & Zoom

Call To Order (Jean): 6:13pm (due to Zoom technical issues)

Board Members Present: Jean Lam, Chriss Williams, Karlyne Zaitz, Anna Carson, Deidre Brower

Guests: Pat Zugg

Reports

- a. Treasury Report (Jean): Available balance \$7479.53.
- b. Secretary's Report (Chriss): Deidre moves to approve the Minutes with an edit. Anna seconds. Motion carries.

Program Presentation: None

Correspondence:

- a. Weaverville Rotary
- b. Buildaberg Contract: After 5 Contract is complete.

Unfinished Business

a. Cannabis: The Chamber discusses drafting a poll regarding the correlation between overall economic health and commercial cannabis in Trinity County. Chriss and Anna will work on poll questions and submit to community members. The Chamber will invite Jill Cox (District 2 Supervisor) and Sean Connell (Director, TC Cannabis Division) to a lunchtime discussion on the future of commercial cannabis business in the community and the current economic downturn that several business owners are facing in conjunction with the health of the commercial cannabis program. Board members are encouraged to attend. The proposed meeting date is the last week of August.

New Business

- a. Trinity County Chamber Updates (Scott/Pat): August board meeting was cancelled. Next meeting September.
- b. Committee Reports
 - i. Membership/Welcome Baskets: Chriss shows what business donations The Chamber has currently on-hand for Welcome Baskets and passes out several framed WCOC member certificates for circulation. Anna suggests that The Chamber has stickers made up to include in basket. Jean will talk with Hannah about stickers & pricing. Anna suggests buying poppy seeds to include in the baskets. Jean says that the board has already approved a \$10 budget per basket.
 - ii. Made in Trinity: N/A
 - iii. 4th of July: n/a

iv. Halloween: Committee needs to set a date. Anna suggests that Lani posts for community volunteers. Chriss suggests reaching out to the Ryans about renting the White House space and having a themed costume party. The Halloween committee is comprised of: Brady, Chriss, Teckla, Amber, Lythia.

v. Mountain Magic (Jean/Chriss): The committee has met twice and has established deadlines. The event has been renamed Mountain Magic Holidays and will include Mountain Magic Christmas, Mountain Magic Hanukkah and Solstice. This year the community will be invited to take part in decorating the bandstand and Christmas Tree.

vi. Marketing/Advertising/Social Media (Anna/Scott/Chriss): A business owner approached The Chamber about launching a social media campaign that emphasizes the value of shopping local. Anna suggests a submitting a Shop Trinity ad for Holiday Market's PSA monitor (Ads need to be submitted 3 weeks in advance and there are specific dimensions). Chriss will come up with a social media campaign proposal that includes compensation for the creation of short videos that can be used on various social media platforms. Current Instagram followers: 265.

vii. TOT/Tourism (Scott): Pat suggests that TOT committee should meet with Jill Cox and Letti Garza. Discussion on using clever social media marketing for November campaign. TOT tax also applies to Airbnb.

viii. Ad Hoc Committee: Calendar. Chriss will send Brady Karyn's contact information.

Other:

-Pat passes around the "Chalk the Main" flyer. This event takes place on October 1.

Adjourn: 8pm.

Submitted by: Secretary Chriss Williams