

Weaverville Chamber of Commerce

Feb. 17. 2022

TCOE

Call to Order: 6:04PM

Attendance: Teckla Johnson, Amber Carman, Jean Lam, Chriss Williams Anna Carson, Deidre Brower, Chriss Williams, Karlyne Zaitz, Julie Feely, Scott Watkins

Guests: Karen Compton, Chantelle Estes, Josh Cozine, Pat Zugg, Lisa Floyd

Changes to Agenda: Instagram update & Mask Up Banner

Treasurer's Report (Jean): \$15,981.75. Income: \$275 (Mountain Magic Christmas) Expenses: Checks for Coast Central and TJ Rec Guide.

Secretary's Report (Chriss): Deidre motions to approve minutes. Teckla seconds. Motion carries.

Program Presentation: Chantelle Estes (Program Manager, TC Housing Program)- Estes provides an overview on Trinity County's new state-funded housing program. The mission of this program is to assist homeless individuals in the area in finding permanent sustainable housing opportunities and build low-middle income housing. This program collaborates with agencies in neighboring counties to increase housing inventory resources. Currently, Estes has access to housing resources and funding. She conducts street homeless outreach throughout Trinity County and can arrange transport for individuals to return to their places of origin. Estes reviewed various types of housing including "rapid rehousing units." So far, the program has relocated 8 people with plans to begin a mobile crisis system. To report a homeless encampments or request assistance, contact Susie Kochems. Next week is the annual "Point in Time" street homeless count survey and volunteers are needed.

Correspondence: Chriss reports on email correspondence with Signations. The company will provide a future discount due to Mask Up banner mishap. Kool April Nights emailed for donations and Frontier Days flyer-May 21st.

Unfinished Business

-Buildaberg Contract: Anna met with Buildaberg. They will continue to do the print marketing (Rec Guide, After 5, Visitor's Guide) for \$1200 and skip the online component. Contract was sent to The WCOC Board. Anna would like to show members how this marketing benefits them. Anna explains that before Buildaberg the WCOC didn't have an active marketing campaign and we can set up something to show members how the marketing strategy has changed to become more of a curated experience. Scott says this is cost neutral for Buildaberg. Anna motions to approve contract for Buildaberg. Amber seconds. Motion carries by board.

New Business

-Photos in the GD drive (Anna): Part of marketing strategy is documentation. All photos need to be stored in a central online location. Photos will be categorized in Google Drive by: season, event, activity, month, year and will include photo credit. Anna will send email to Board with a Google Drive tutorial.

Committee Reports

-Membership (Jean): Currently there are four paid memberships:(Trinity Alps Golf Course, Trinity River Consulting, The Hub, Gold Rush Jewelers) Membership checks can be given to the TC Visitor's Center or Gold Rush Jewelers. Membership applications will be available at The March Mixer. Jean will meet with Pat Zugg to gather member mailing list. Anna suggests we include the Mixer flyer with the membership invoices. Chriss will send Membership Mixer flyer to Deidre for printing.

-4th of July (Pat Zugg): The fireworks contract for \$8000 has been secured. The WCOC needs to send a \$4000 check as a down payment. Pat discussed safety issues with the elementary school and a 4th of July fireworks letter. Teckla and Amber will schedule next committee meeting.

-Mountain Magic (Jean): Committee had a post event meeting at TCOE. Committee discussed vision and ideas for upcoming year.

-Marketing & Advertising (Anna): TOT meeting should include vision for a cohesive campaign. Teckla says that WCOC advertises for all of TC in many ways but we focus on Weaverville with inclusivity for outlining areas. Recent Instagram posts have spotlighted members Earth Dance & Meraki.

-TOT (Teckla): WCOC recently met for a collaborative TOT recipient meeting. The group is focused on transparency & working collaboratively on TOT goals. A follow up meeting is scheduled for next week. Each organization is allowed 1-2 guests. Teckla will meet with Jean to review some of the WCOC TOT fund allocation. Collaborative meeting scheduled for March 2.

Ad Hoc

-Tesla SuperCharger (Anna): The event is scheduled for Saturday, March 5 from 2pm-4pm. It will feature speeches from various community leaders and electric car owners and light hors d'oeuvres & beverages. Anna asked TPUD for \$300 to co-sponsor the event. The event is in need of a PA system and pop-up tent. Anna requests help talking to Holiday, securing tables and the pop-up tent. Chriss requests a flyer for Instagram. Amber offers tables, pop-up tent, PA system & beverages. Deidre volunteers a pop-up tent and table. James Aven will discuss how rural communities can use emerging technologies. Jean will connect Anna with the contractor that installed the supercharge station. No Tesla representative will be present at the event.

-First Saturday & Music in the Park: (Teckla): Teckla spoke with Karla Avila from the Arts Council. The Council has some funding for musicians but after Karla met with the Arts Council Board and at this time it is unclear how much they want to commit to doing Music in the Park. Presently they can commit to assist with at least two. Chriss suggests bands playing at local businesses. Amber says that the shuttles available at a previous First Saturday were helpful in bringing in business to the uptown area. Teckla will follow up with Karla next week. If the Arts Council cannot commit to every First Saturday, the WCOC may coordinate with local businesses to host musicians. Jean suggests contacting Drew Franklin who put on Tribal Stomp.

-March Mixer (Karlyne): Karlyne procured a basket for the Mixer raffle. The basket will be filled with locally sourced goods. Deidre volunteers a donation, Chriss will request donations from Flowra. Amber is tasked with creating a Suggestion Box. Mixer committee is meeting tomorrow evening. Mixer activities include: WCOC welcome speech (Teckla), Trish Funk from JEDI as the event featured speaker, raffle prizes, games and Membership recruitment. Committee initially requested a \$500 budget, however as insurance and alcohol cost \$150 Anna requests additional Mixer funding in the amount of \$100. Jean's motions to approve. Teckla seconds. Motion carries. Jean offers to donate wine. The mixer is scheduled for March 17. Teckla asks if we can invite THS FBLA. Quarterly mixers are suggested Chriss will send Teckla Flyer for FBLA. Possible June Mixer.

-Love in the Ville (Chriss): Amber suggests we send more photos to Lani.

Announcements

-Frontier Days is now on the May 21st

-College & Career Expo on April 29 (TC Fairgrounds)

Action Items:

Teckla will invite FBLA to March Mixer

Anna will circulate Tesla Supercharger Flyer Chriss will visit Earth Dance for Instagram

Jean will donate wine to the Mixer

Jean and Pat will meet for the membership mailing Deidre will print Mixer Flyers

Adjourned: 7:59pm

