

Weaverville Chamber of Commerce
January 19, 2023 Board Meeting
TCOE Conference Room
Minutes

Call to Order: 6:02pm

Board Members: Teckla Johnson, Chriss Williams, Amber Carman, Jean Lam, Karlyne Zaitz, Anna Leeper Carson, Julie Feely

Guests/Members: Pat Zugg, Joel Patton, Monica Landon, Lani Lott, Michelle Meyers, Megan Scalzo, Brady McKay, Wayne Agner, Lithia Lovett

Changes to the Agenda: None

Announcements: Trauma Informed Practices Workshop at TAPAC on February 6th. Pre-registration is required.

Reports

- A. **Treasurer's Report (Jean):** Available Balance: \$879.77
- B. **Secretary Report (Chriss):** Teckla motions to approve Decembers minutes. Jean seconds. Motion carries unanimously.

Program Presentation: none

Correspondence

- A. Pat Frost re: Rotary Trash receptacles: Board discusses making a financial donation of \$200. Teckla and Jean will meet in the week to come to review and create a more itemized budget.
- B. Trinity Arts & Crafts Supply 2nd Anniversary: Thursday, January 26 from 5-7pm. This is a private invite to WCOC members. Members can ask questions, see the store and sign up to volunteer for classes. Light refreshments will be served.
- C. PATH/Trinity Town Hall invitation: January 26, 5:30p-7:30p re: tobacco/vaping & opioid use.
- D. Vendor lists requested by THS booster (Amber): THS Boosters wanted the WCOC vendor list. Amber has been compiling a list of vendors. Teckla sent out our current list. Amber goes through her list. Anna mentions that our vendor list should be comprised of WCOC members. Brady suggests that we don't make the vendor list conditional on a WCOC membership but encourage vendors to join. Amber will send Chriss the vendor list. Jean suggests posting something on Facebook requesting vendors to sign up. Lani suggests having a submission button for vendors on our website. Lani will work on this.

Unfinished Business

- A. **Economic Pulse Survey (Anna/Chriss):** Anna discusses the survey. 22 responses. 55% people felt that cannabis directly affects our economy. 27% say no. 63% gave the economic health a score of 5 or less. Teckla asks what should we do with this information. Discussion ensues. Anna will put together survey information to send to the Supervisors. Teckla brings up NorTech economic survey. Anna suggests that we invite the representative of NorTech. Teckla explains what NorTech is. Susan Marie is the current area representative. Brady suggests canvassing door to door. Teckla suggests having block leaders canvas. Chriss discusses cannabis industry. Brady suggests writing a letter to the Grand Jury. Lani suggests presenting this survey to the BOS.

- B. **Lani Lott Contract update:** Teckla motions to approve contract. Chriss seconds. Motion carries unanimously by Board.
- C. **Process of service:** Chriss discusses suspension and presents FTB Reviver information. Patt says that Trinity Tax may be able to bale us out will follow up on Monday.
- D. **TOT:** Teckla didn't get a response regarding recent correspondence.
- E. **TC Chamber:** Teckla sent an email to Scott Watkins (Trinity Chamber) about a WCOC and TC "mash up". Discussion about merge and cross promoting ensues. Lani suggests discussing this in the strategic planning.

New Business

- A. **Strategic Planning update in March (Lani):** Lani will be in Weaverville at the end of March and feels like this will be a good opportunity to meet and review the Strategic Plan. This is an in kind service. Proposed dates: March 28th & March 30th. Meeting planned for Wednesday, March 29 from 5:30-7:30p.
- B. **Review and approve 2023 SquareSpace hosting fee and domain:** Lani sent us the hosting and domain information. Jean will write Lani a check.
- C. **Board Election (Amber):** Brady reads a statement from Anna. She will vacate her space from The Board if needed. All current officer positions are good until 2023. This is a clarification of a previous communication sent out to membership due to misunderstanding of Secretary. Chriss and Amber's Board positions are up for reelection. There are 5 Board nominations: Chriss Williams, Amber Carman, Joel Patton, Monica Landon, Brady McKay, Megan Scalzo. Board and General Members can vote during the Annual Membership election. Amber moves to nominate aforementioned names as Board Members with Amber Carmen to fill the 1 year position available. Jean seconds. Motion carries. Teckla will give send the bylaws etc. to new Board members.
- D. **Online Membership Forms:** Chriss shows the online membership form via her iPad. Lani explains that the fillable form is sent to the Weaverville Chamber email which Lani will monitor. She will alert Jean to invoice a new member. Joel says the Trinity Journal uses PayPal and will check how they use it and will report back.
- E. **Tourism Idea (Monica):** Monica has been looking through old tourist maps of Trinity County and thinks that we should create new maps that focus on Weaverville points of interest. Different maps could highlight different aspects of Weaverville/Trinity life. Brady suggests that Monica joins the Calendar Committee. The Calendar committee: Monica, Brady, Jean, Amber.
- F. **Budgetary Considerations:** Jean suggests that we vote to move restricted Calendar and Haunted Highway funding into the General Fund for 2023. Jean motions to take the Calendar and Haunted Highway funds and move funds in the General fund. Teckla seconds. Discussion. Motion Carries by Board unanimously.

G. Committee Reports

- A. **Membership Committee:** Jean and Julie have written a 2023 Membership letter that will be emailed and mailed out to members. Discussion about writing a special letter to the new businesses to welcome them into the community. Teckla suggests forming a 2023 Annual Mixer Membership Drive Committee. The following volunteered for the

committee: Karlyne Zaitz, Megan Scalzo, Lithia Lovett, Michelle Meyers. Megan will lead committee. Teckla will send contact information.

- B. **Made in Trinity (Amber):** Wants to revive the Trinity Made Committee and sponsor events.
- C. **4th of July:** Pat and Teckla are working on securing fireworks.
- D. **Halloween:** None.
- E. **Mountain Magic:** The Trinity County Visitor's Center won the decoration contest. Amber says she has received a lot of positive feedback regarding The Chamber's Winter Solstice event.
- F. **Marketing/Advertising/Social Media:** Chriss presents a shop local campaign idea via Instagram.
- G. **Ad Hoc Committees:** Calendar, Board Search Committee, Membership Drive: Michelle asks if we are recognizing Trinity County's Birthday on February 18th. Happy 173rd birthday. Discussion.
- H. **Amber would like to start a Best of Trinity Committee.** Teckla will put this on the agenda for next meeting.

Meeting adjourned: 8:11pm.

Submitted by: Chriss Williams