

Alturas Chamber of Commerce

Minutes

February 5, 2020

Members Present: Jamie Wheeler, Jennifer Barcia, Stephanie Wellemeyer, Jim Cavasso, Kelly Mulholland, Wendy Myers and Rose Boulade

Guests Present: Hal Silliman, Claude Singleton, and Harry Boulade

Meeting called to order at 5:31 pm by President Jim Cavasso

Introduction of guests: Hal Silliman who attended last month's meeting and has paid to be a member.

Claude Singleton representing Bureau of Land Management.

Minutes - The January 8th, 2020 meeting minutes were reviewed. A motion was made by Jennifer to accept the minutes with minor corrections. A second by Jamie. Motion passed.

Treasurer's Report - Currently we have \$1742.53 in the checking account, and \$1088.51 in the savings noting that \$1000.00 in the savings is for a lap top computer that was an individual donation. See attached Balance Sheet and Profit and Loss.

Correspondence- None

Old Business

Projects-

Kiosk- Jim reported that he has taken photos of the location and will have the Kiosk photoshopped into the picture so we can get an idea of how it will look. Currently we have a proposal for \$15,000.00 to construct, this does not include cement or pavers. Jim will attend a meeting next week about trying to obtain a grant.

Chamber Brochure- Want to make sure that we brain-storm ideas for new data, and things to do.

Christmas Tree Topper- Stephanie provided pictures and cost information on tree toppers, we will need about \$1000.00 to get a topper. A motion was made by Stephanie and a second by Jennifer, motion passed, to have Harry Boulade coordinate fundraising cans that can be placed at Chamber Member Businesses to start raising needed funds. It was also discussed to have a fundraising event at Fandango Days, possibly have someone dressed as a summer Santa selling raffle tickets.

Funding-

TOT money- Jim is going to check with the City to find out when the next City Council meeting is, also check when the new City Council will be seated after the election. Jim would like to add Shasta Cascade Visitors Guide advertising (\$2750.00) and Shasta Cascade Membership (\$300.00) to our list of expenses. Hal will draft a letter to the City in support of their new ordinance for abandon vehicles. It was also discussed to approach the County about raising their TOT, rate from 4% and see if they would be open to provide the Alturas and Surprise Valley Chambers with the increase. It was noted that this would require a 2/3 vote to pass and would be important for voters to realize that this increase does not affect them it is a cost to travelers.

Events-

Fandango Days- July 4th, 2020- The updated checklist was handed out. Rose reported that the Chamber had received an email from a Micro-Brewery business in Dunsmuir that is interested in events in our area. Rose shared the information with the Lion's to see if they can partner for Fandango Days. Jim made a motion to hire Harry Boulade to provide music in the park for Fandango Days, second by Stephanie, motion passed.

Balloon Fest- September 18th and 19th, 2020- It was suggested to change the event to Friday and Saturday and not plan a launch on Sunday, last year they only had 3 paid riders on Sunday. Jim will speak to a few pilots to see what they think.

Winter Fest- December 5th, 2020-No report currently.

Mixers-

United County (TBA) Wendy will follow up for a date

Rotary in the Park- September 18th, 2020

Plumas Bank- December 4th, 2020

Alturas Ranches (TBA) Wendy will follow up for a date

By-Laws Update- No report currently

Social Media/Communication Update- Jamie will set Kelly up to be an admin on the Facebook page so Kelly can help post. Harry reported that the two highlighted businesses of the month have been posted on the Website, Alturas Tire and Cal Pines Lodge for the month of February.

Membership Update- Wendy reported that email went out to 121 addresses we have received back 27 already. It was decided that Rose will send a follow up email on March 1st. Then we will decide who needs to be mailed membership applications by snail mail. Jamie has been mailing the member stickers as soon as the membership is paid.

New Business

Corb Lund Concert- The concert will be held on April 7th, 2020 at the Niles Hotel, tickets are available on Corb Lund's website and the Niles will have tickets for sale. The tickets are \$25.00 each and limited to 150. The concert is being brought to Alturas by a collaboration with the Modoc County Arts Council. A motion was made by Rose to pay \$250.00 for the Alturas Chamber to be a sponsor of the event. Second by Jennifer. Motion passed.

Round Robin

Claude Singleton brought the interpretive panels that he has been working on for BLM. These panels will be placed at different historic sites, of which several of them will be in Modoc County. The Chamber would like to partner with BLM and do a ribbon cutting, promote the panels on our website, possibly a map with locations of the panels. This fits in perfectly for us to promote activities to do in Modoc County. Claude also shared an idea of having a pickle ball tournament in Alturas.

Stephanie asked if we could add the menus of local restaurants on our website. Harry said he would figure out a way to PDF the menus and work with our members to get them posted.

Meeting was adjourned at 7:35 pm

Next meeting scheduled for March 4th, 2020 at 5:30pm at the Niles Hotel