

Alturas Chamber of Commerce

Minutes

January 8, 2020

Members Present: Jamie Wheeler, Jennifer Barcia, Stephanie Wellemeyer, Jim Cavasso and Rose Boulade

Guests Present: Hal Silliman, Kelly Mulholland, and Harry Boulade

Meeting called to order at 5:41 pm by President Jamie Wheeler

Introduction of guests: Hal Silliman has experience consulting for Chambers of Commerce organizations specializing in communications, digital media and economic development strategies.

Kelly Mulholland is the Manager at Alturas Tire and is interested in being involved in the Chamber of Commerce. Kelly helped to organize the Trunk or Treat at Halloween.

Minutes - The December 4th, 2019 meeting minutes were reviewed. A motion was made by Jennifer to accept the minutes with minor corrections. A second by Jim. Motion passed.

Treasurer's Report - Currently we have \$594.03 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.

Social Media Communication committee-Harry Boulade reported that he is recognizing two members a month on the website and has been sharing that information with Jamie to post on Facebook. Jamie noted that she has been behind on getting them posted on Facebook, Kelly offered to help Jamie with the postings. Hal made a suggestion for the Facebook post to make sure we are directing people to our website in our postings. Harry also reported that for the first 7 days of January we had over 400 hits on our website. The group wants to start posting some Modoc recreation highlights online.

Old Business

December Mixer at Plumas Bank, was a huge success with over 100 people attending

Winter Fest was a very rainy and cold night but still had a great turn out. Jim is going to change the GFI plug under the tree. Also need to remove the lights from the tree. Stephanie is going to get quotes for the star for the top of the tree; we will have a fund raiser this summer and get it purchased before Winter Fest 2020. Discussion about the advertising costs associated with Winter Fest, we spent \$454.00 for the ads and this event brings in no revenue, need to come up with ideas for revenue or change the advertising.

New Business

Election of Officers

Jennifer made the nominations as follows, second by Stephanie. Election passed

President- Jim Cavasso

Vice President-Stephanie Wellemeyer

Treasurer- Jennifer Barcia

Secretary-Rose Boulade

Director-Kelly Mulholland

Director-Wendy Myers

Director-Jamie Wheeler

Membership Committee - Wendy was appointed to chair the membership committee. Rose will get member stickers ordered, Rose and Jennifer will review the business list provided by the City of Alturas for possible letters to be mailed to member prospects.

Review of Chamber By Laws - Rose provided the most recent edit of the By Laws, after discussion Rose and Stephanie will work on sections 4.04 and 4.06 and get them back out for everyone's review.

Chamber Newsletter - Jamie was appointed to chair the Newsletter committee. She would like to provide a one or two page sheet highlighting the upcoming year, possibly to be mailed with the By Laws.

Fandango 2020 Checklist - Rose handed out the checklist also reported the Nellie will not be able to attend with the ponies she is already booked at another event.

Round Robin

Jennifer shared a letter that was received in the mail from Clarence Coleman, all the items in the letter pertained to Surprise Valley, so Rose said she would share the letter with the Surprise Valley Chamber of Commerce.

Rose brought the Alturas brochure that we had printed through Barbara March, we are running very low in supply, the quote Rose received from Barbara was \$1000.00 for 1000 brochures, and currently we do not have the funds for this expense. Jim has set up a meeting to meet with Barbara to see if we can get the cost down.

Rose also brought the 2020 Membership form and after discussion it was decided to leave the pricing the same as 2019.

Jim reported that he is going to go to the City of Alturas to get on the board agenda to ask for TOT funds, would like all the Board of Directors to attend the meeting.

Meeting was adjourned at 7:01 pm

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