



Cambridge Commercial Club

P.O. Box 54, Cambridge, Idaho 83610

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Minutes, Marketing Meeting October 14th, 2021 Hells Canyon Adventure Office: 10am

Present: Brandie Lincoln, Deidre Roundtree, Chris Braun, Megan Warren, Sarah Kindall.

Treasurer's Report: we did not discuss as it was done at the Regular meeting.

OLD BUSINESS

HELLS CANYON DAYS 2021:

NEW BUSINESS:

- 1. Christmas Tree Lighting:** The CCC will designate \$3000 to fix the one side of the Water Tower Tree and a second side. The Added side was not discussed.
 - *We are going to set a day to have a Tree lighting meeting with all helpers. Sarah Kindall will be reaching out to Carson and Adam about how to fix the problem and how much it will cost. John at MTE was thinking of ropes and tension wire. Megan is on ordering the lights and making sure the materials can be delivered.
 - * A date was set for Friday December 3rd
 - *The FFA kids are to have the Town decorated before the lighting Date. Julia Harrison was on that project. and Hot Coco at the Event
 - *Deidre to reach out to the window painting lady for businesses to be done before the tree lighting date. She is getting business cards to Deidre and they will be passed out to the businesses in town for them to decide.
 - *Megan to Coordinate with the Upper Country Singers. Megan Wrote a FB IG post to get people excited
 - *Church Bell Ringing Coordination
 - *We can use the Sale barn at the fairgrounds for connecting and setting up.
 - *Sara asked Chris to make a Nativity scene.
 - *Mention of an Ice Rink and Christmas Video at the Coffee Shot with Linda???
 - *Deidre to reach out to Alex at Living in the News for Santa. (Done his is not Available as it will be the christmas light parade in weiser, looking for alternatives now.
 - *Brandi Suggested to reach out to Bridget to Cater the Soup and Food for the Volunteer Day of setting up. Megan was going to reach out. Once Day is determined for set up.
 - *Figure out how we can get the community to Donate to the cause more promotion for this
 - *Sponsor Donation Tree
- 2. Holiday Decorations Contest:** to start being promoted to be done at the same time as the tree lighting, announce the winner of that event.
- 3. CCC Original Bylaws:** were handed out. Brandie Gave us some history of the CCC and she is going to go through the bylaws to see if things need amended at the next CCC member meeting in November



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4. **Grant Funding ITC.** Use part of this for Christmas, Brandie and Deidre will be going through the Grant to make sure we are using it correctly and are able to submit things for reimbursement.
*We can use this for marketing Strategy. We have received a grant and are going to use it for this town event.
5. **All Event Partners Meeting? Agenda? Agreements for 2022** working on a date after the holidays and contracts.
6. **To Do list and Marketing Schedule and structure for 2021-2022:** Megan and Deidre are going to get together in a separate meeting and come up with the creative design and text for promotions in 2022. Meeting TBD once we finish holidays.
7. **Sponsor List Updated with all mailing addresses:** Each person who personally reached out to HCJ event sponsors 2021 need to have their portion of the Sponsor list updated with Address, email and phone number for 2022 drive.
8. **HCJ 2022 Committee put together a Volunteer Drive:** Brandie asked Deidre, Chris and Megan to write a list of responsibilities they take on for the CCC and decide what we want to do and what we want to have others help with. Chris is working on the all event CCC tasks for the year in an excel for people to sign up. We will need details for each event and todo lists. We wrote a list of names Megan and Brandie are going to be reaching out to invite them to our next meetings. Megan Warren has the list.
*Kick of meeting for HCJ 2021? TBD
9. **2022 Member Drive & Contact information update, emails:** To be done in December and ready by January.
10. **2022 SCHOLARSHIP:** Megan mentioned adding a few more people to the Scholarship committee. She is going to be reaching out to Jim Warren and Melanie Moskian for this task. Deidre will need the updated 2021 Version of the Scholarship application to update on the website.
*We need to put into place marketing for the Scholarship and the Added \$10,000 for 2022. Midvale, Cambridge and Volunteer Students are able to apply.
*Megan will be putting together a task sheet for the Scholarship committee.
*needs to be decided if we are splitting the \$10,000 into two Opportunities and finding a way to get kids involved with the club. One application can be general public and once can be an Intern Application. TBD
11. **What Can we do more for our local businesses?**