

Weaverville Chamber of Commerce

Thursday, April 15, 2021 (Zoom)

Meeting Minutes

Closed Session: (WCOC Board Members only). The meeting is called to order at 5:30pm (Elizabeth)

Call to Order: The meeting is called to order 6:04pm (Elizabeth)

Board Members in Attendance: Elizabeth Watson, Teckla Johnson, Chriss Williams, Deidre Brower, Anna Carson, Julie Feely, Jean Lam, Scott Watkins, Karlyne Zaitz,

Members & Guests: Lani Lott, Ana Wright, Amanda Barrager, Larry Glass

Treasurer's Report: Jean Lam. There is a current balance of \$16,403.91 and an available balance of \$7,001.38.

Secretary Minutes: Chriss Williams. Approved with correction re: Frontier Days

Agenda Items

I. New Business

- **Huffman Bill/Northwest California Wilderness, Recreation and Working Forest Act.** Presentation lead by Amanda Barrager. This Bill restores damaged watersheds, establishes a partnership between state and local entities. Expands federal protection of Trinity County wilderness, opens some land to new logging ventures, boosts tourism and addresses fire safety. Questions about the Bill can be sent to Amanda Barrager: amandabarrager@gmail.com. Anna moves to put a letter of support for the bill on next meeting's agenda and invite the community for comment. Lani encourages the Board to think about signing onto a larger community letter of support vs. writing a WCOC specific letter.

II. Old Business

- **Letter of Support for Retail Cannabis:** The Board resolves to send Elizabeth an updated version of the Retail Cannabis letter of support by noon on Sunday, April 18 for review. Elizabeth will read this letter during the Public Comment portion of the Tuesday April 20 Board of Supervisors meeting.
- **4th of July fireworks:** Discussion regarding the funding for 4th of July Fireworks. A 4th of July Fireworks sub-committee is formed with the following members: Scott Watkins, Teckla Johnson, Pat Zugg, Anna Carson, Amber Carmen. The sub-committee will send a fundraising letter out to WCOC members. Lani requests information sent to her as soon as possible for social media etc.

- **Trinity Made.** The Shop Trinity committee has rebranded itself as "Trinity Made". Trinity Made encompasses community experiences, arts etc. Amber has created a Facebook group and is assisting with branding including the Trinity Made logo. The committee will reach out for a possible collaboration with the Visitor's Bureau and the Trinity County Chamber. Teckla asks about potential WCOC funding for a Trinity Made website. Elizabeth suggests the committee develop an official proposal for a future WCOC meeting.

- **Buddy's Towing Wrapped Vehicle:** Board discusses possible wrapping themes: Pat suggests: "Weaverville is a destination not just a journey." Chriss suggests a Trinity Made wrap and Anna proposes that donations go towards a Trinity County scholarship for college bound seniors. Scott proposes free community wifi. Buddy's Wrap Committee is formed: Anna & Chriss. Will report back next meeting.

- **After 5 Themes:** April 19 is the hard deadline for print. Photo submissions should be sent to Scott. Jean motions to approve a half page ad in the North Lake Visitors Guide which will feature photos of events on Main Street. Motion approved. Wednesday, April 21 is the deadline for the North Lake Visitor's Guide. Jean suggests an advertising committee is formed. Anna shares that Trinity Made uses 3 categories to inform their marketing: Shop, Visit, Love. Deidre supports the idea. Chriss asks for timeline for the After 5 photos. Scott states that the group is already forming the photos for monthly blocks. The Board approves the current ad for the North Lake Visitor's Guide.

- **Inter-chamber Mixer Meeting:** Event scheduled for April 17 from 6pm -7pm. This event is for the Weaverville Chamber of Commerce, Hayfork Chamber of Commerce, Trinity County Chamber of Commerce and Visitor's Bureau. Teckla is currently working on the agenda which features breakout rooms and similar to the recent Membership Mixer. Lani will create a blurb about the Mixer for the site. Anna asks if membership is on the rise. Board discusses membership. Teckla suggests putting "Welcome Wagon" on the next meeting's agenda.
- **Other:** Pat discusses the upcoming weekend's Spring Cleaning Sidewalk Sale. Proceeds of sale are going towards keeping the Weaverville Visitor's Center open.
- **Other:** Board discusses meeting in person next month. Board resolves to hold Zoom meetings for the near future.

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7:43pm Meeting Adjourned.