

# Weaverville Chamber of Commerce

## Board Meeting Agenda

Trinity County Office of Education

Thursday, November 17th

6:00 - 8:00 PM

### Zoom Option

<https://us02web.zoom.us/j/89292107125?pwd=SQ5SGNScEhwdzZDaG05TmJwK1MzZz09>

### Phone In

1 669 900 6833

Meeting ID: 892 9210 7125

Passcode: 821861

### 6:00 1. Call to Order

#### 2. Welcome

- a. Guests
- b. Changes to the Agenda
- c. Announcements

### 6:05 3. Reports

- a. Treasury Report: Jean
- b. Secretary's Report: Chriss
- c. TOT: Teckla/Ron Harrington

### 6:20 4. Program Presentation

- a. None

### 6:20 5. Correspondence

### 6:25 6. Unfinished Business

- a. Economic Pulse Survey results discussion
- b. Next Supervisor Cox Meeting: November 30th

### 6:40 7. New Business

- a. Trinity County Chamber Updates: Pat Zug

- b. WCOC Strategic Plan: Discussion of update and review
- c. Process of Service Update: Julie
- d. Fundraising
- e. Committee Reports:
  - i. Membership: Jean
  - ii. Made in Trinity: N/A
  - iii. 4<sup>th</sup> of July: Pat Zug
  - iv. Halloween: Amber
  - v. Mountain Magic update and request for volunteers at bandstand decorating: Jean and committee
  - vi. Marketing/Advertising/Social Media: Anna/Chriss
  - viii. Ad hoc Committees: Calendar Committee: Brady, Board Search Committee: Karlyne/Amber

**8:00 8. Adjournment**

**Weaverville Chamber of Commerce**  
Monthly Board Meeting - Minutes  
Thursday, October 20, 2022 - 6:00 - 8:00 PM

Board Members present: Teckla Johnson, Jean Lam, Karlyne Zaitz, Julie Feely

- 6:00
1. Call to Order
  2. Welcome
    - a. Guests - Pat Frost, Pat Zugg, Megan Scakzo, Joel Patton, Kenton Adrian and his wife (name ?)
    - b. Changes to the Agenda: Move process of Service - to Nov. 17th meeting
    - c. Announcements - None
  3. Reports
    - a. Treasury Report - No change from Sept. meeting - Available Balance \$456.48.
    - b. Secretary's Report - hold until Nov. 17th meeting. (see Last Item just before Adjournment)
  4. Program Presentation
    - a. Pat Frost - Rotarian -- Trash Cans on Main Street - This project is expected to be between \$6,000 and 10,000. Working with TCRC. Have thus far received \$2,000 Rotarian Grant, \$1,000 Anonymous, \$2,000 Weaverville Rotarians. Architectural Review has approved, still working with CAL Trans and The County. To be decided - if the cans will be installed on the straight stretch. It is hoped to have this project completed by end of April 2023. The Bins are not for home use. Requirements are: easy to unload trash & built to keep the ravens out. Trash pick-up will be once a week by the County. Still undecided - having receptacles that would have a recycling unit. Need okay from TCRC and Solid Waste. If there is no firm on how the recycling will be processed, then that option will be dropped. Pat showed the 4 units being considered; **1. Black Square** - Old Timey Look. **2. Barrel** - similar to what is currently in use. Easiest to get Architectural Review approval. **3. Slatted** and, **4. Slatted with recycle unit.** Donations for this project are most welcome.
  5. Correspondence
    1. A question was asked about an article in the T. C. Almanac regarding the viticulture possibilities and agricultural production. Will send some info.
    2. U. C. Cooperative Extension Citizen Committee needs members.
    3. A message received from Susan Hames - is too political for the WCOC to get involved with.
  6. Unfinished Business

WCOC Board Meeting Minutes for September 15, 2022

- a. Trees on Main Street - Considering that most people want the trees to stay, all involved need to come up with other ways to deal with the issue. There are options. If the County would assume responsibility, Cal Trans would leave the disposition of the trees to them. Meetings to follow.
- b. Roman wants information on Prop L and pot. To be provided.

#### 7. New Business

- a. Advertising Space at Airport - discuss at next meeting 11-16-22 Pat
- b. WCOC Strategic Plan - held until the November meeting,
- c. Board Member Search - Ad hoc committee - Jean, Amber, Karlyne, Teckla
- d. Next meeting with supervisor Cox will be on Nov. 30th
- e. Process for service - held until the November Meeting.
- f. Committee Reports
  - i. membership -- Jean reported that there were two new membership payments...the Diggins and, Indian Creek Lodge
  - iv. Halloween - Teckla and Amber extended invitations to businesses to join the Chamber candy give away. There will be a Haunted House, Apple Juice 5:30 to 6:30. There will be no table decoration contest. There will be judging of down town business's decorations. The winner receives a massage. One will have to go to social media to see who the winner is.
  - v. Mtn. Magic Christmas is on track... Santa, Winter Solstice, tree for bandstand, flyers (Chriss), After 5 advertising with copy to the Trinity Journal, hand-warmers, carolers. The tree decorating will be the Sunday before at 11:00.
  - vii. TOT is on the ballot ---Measure L

A motion was made, Jean Lam, and seconded to approve the minutes from the September meeting. This motion was passed.

Meeting adjourned at 6:56

Respectfully submitted,  
Julie Feely - WCOC Board Member

Weaverville Chamber of Commerce  
Contact Jean Lam 530-623-4454

Mountain Magic Holidays, Weaverville

Mountain Magic Holidays are upon us and many activities are planned for the holiday season – we hope you'll join us!

**Mountain Magic Christmas will kick off the festivities on Friday, November 25<sup>th</sup>.** Step back in time for an old-fashioned small-town Christmas celebration where the bandstand will be beautifully decorated and the town will be decked out in lights with time-honored traditions to set the mood for the season.

Watch for the purple Stutz sleigh delivering Santa to the historic bandstand. From 1 to 3 pm he will be listening to children's Christmas wishes and handing out candy canes. **Santa's mailbox arrives Thanksgiving Day** at the bandstand and is available to receive children's letters through Christmas Eve. If the letters have a return address expect to hear back from Santa!

At 5 pm at the bandstand, there will be a greeting from the Weaverville Chamber of Commerce President and a special holiday message from a special guest, followed by the Christmas tree lighting, and carolers. In true Christmas tradition, chestnuts will be roasted on an open fire for sampling.

Main Street merchants will host open houses from 5 to 8 pm and are looking forward to greeting and assisting you with unique holiday gifts and surprises. Stop by the Jake Jackson Museum and blacksmith shop, which will be open during special hours between 12-6 pm.

Don't forget to support our local businesses during **Small Businesses Saturday on November 26<sup>th</sup>**. Many businesses will be offering specials and welcome your patronage.

**In December watch for the Elf on the Shelf.** They will be displayed in downtown business windows. Pick up a form from Tammie's Books or Trinity Arts and Crafts, locate all 24 elves, and you will receive a free ice cream from Up North Confectionary.

Many cultures, religions, and spiritual traditions honor the winter solstice.

Being the longest night of the year, it's a perfect time for reflection, introspection, and setting intentions. **The Winter Solstice Celebration will be held on December 17<sup>th</sup> at the Water Bar on Nugget Lane.** It starts with wreath making at 3 PM. At 5 PM we will light the yule log and have soup and mulled cider for sale to warm your bellies. Gather around the fire with friends, decorate a luminary, and bring your drums to add to the spirit of the evening.

For the little ones, **The Polar Express Experience will be held on December 17<sup>th</sup>.** It all starts at Mountain Goat Kids and Tammie's Books at 11:00 AM for a reading of the book Polar Express. The Trinity Theater will have a canned food drive and show The Polar Express. Please bring a non-perishable for admission. The movie starts at 12:30 and warm jammies are recommended.

**Meet up at the bandstand at 4 PM on December 18<sup>th</sup> to celebrate the first day of Hanukkah!** Participate in a Dreidel competition followed by a Menorah lighting and the sharing of traditional Jewish songs and refreshments.

The Weaverville Chamber of Commerce welcomes the winter solstice with a magical luminary walk. You can purchase a luminary bag on November 25<sup>th</sup> during the Mountain Magic Christmas event and throughout December at participating merchants. **The lighted luminary walk will take place December 21<sup>st</sup> at 5 PM on Main Street.** Anyone can purchase a luminary bag. Individuals, businesses, pets. Decorate it with an intention, a wish for the new year, gratitude, or in honor of a loved family member, friend or pet.

The Weaverville Chamber of Commerce sends warm holiday greetings to everyone.

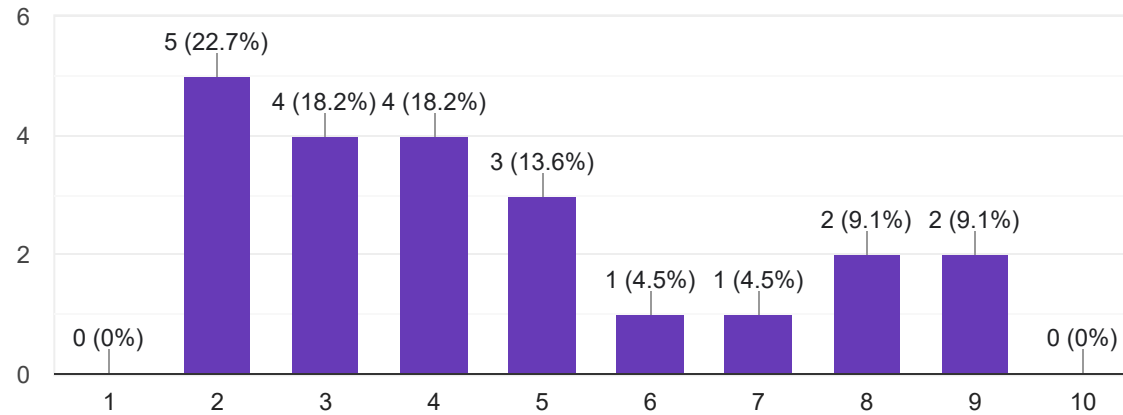
# Weaverville Chamber of Commerce Economic Pulse Survey

22 responses

The Weaverville Chamber cares about economic health! How would you rate the 2021/2022 economic health of your business?



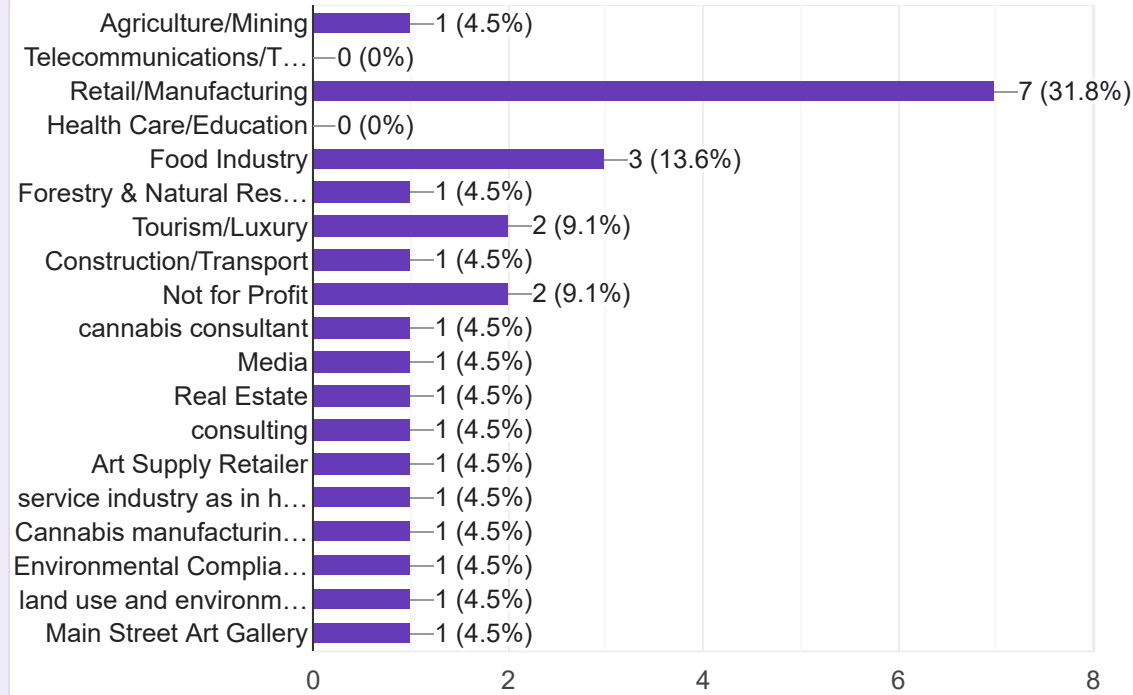
22 responses



Which industry sectors best describe your business. Check all that apply.



22 responses

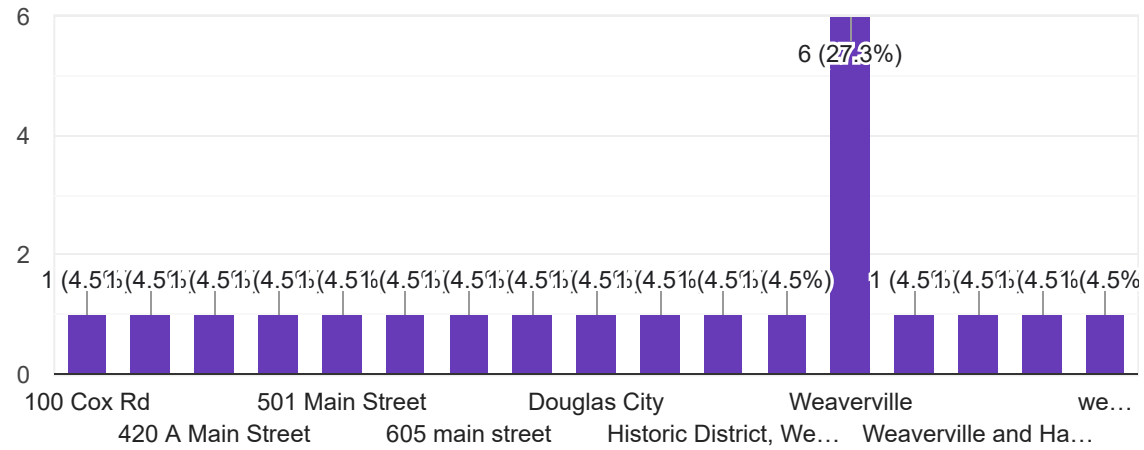




### Where is your business located ?



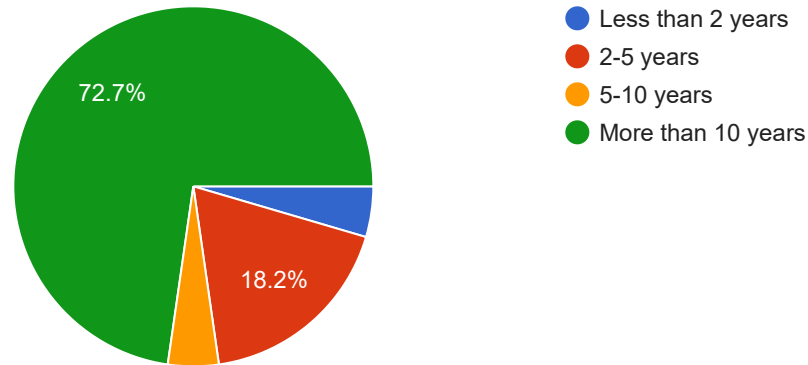
22 responses



### How long has your current business been in operation?



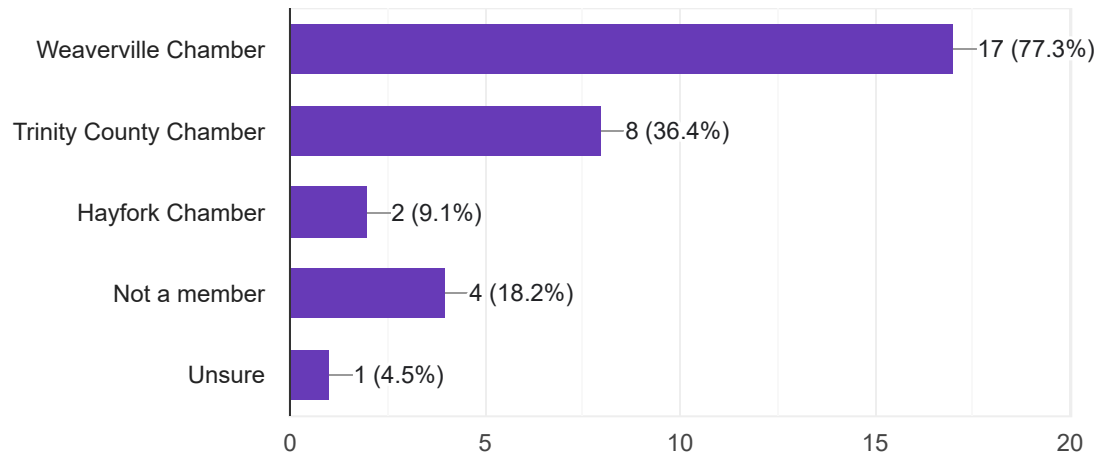
22 responses



Engaging in Chamber membership is one way to increase economic leverage and collaborate with others for a common mission. Are you a member of any of our local Chambers of Commerce?



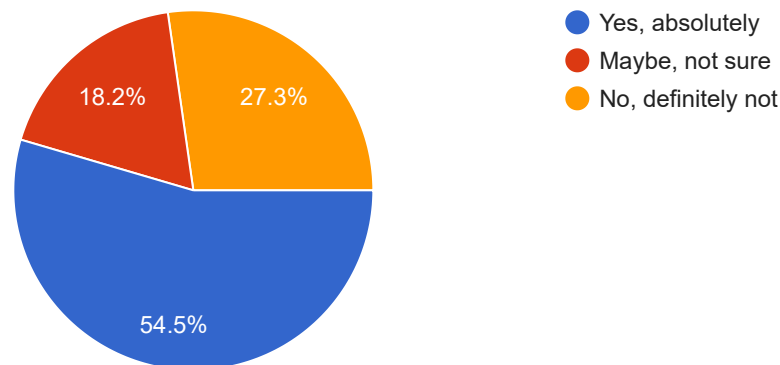
22 responses



Some members of the business community feel their economic health is connected to commercial cannabis. Do you believe there is a correlation between the economic vitality of your business and the cannabis industry?



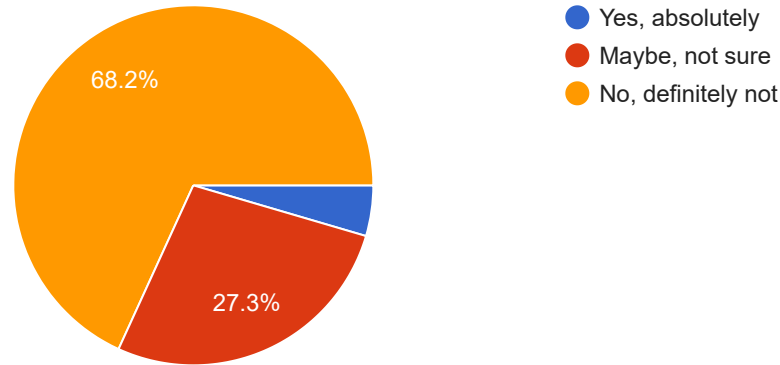
22 responses



Do you believe the Board of Supervisors is making decisions that optimize economic opportunity and growth in Trinity County?



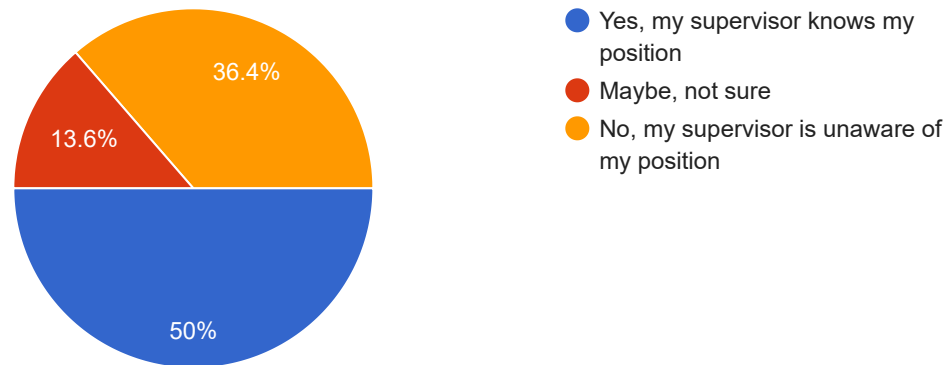
22 responses



In the last year, have you spoken to the Board of Supervisors/Your Supervisor about your perception of economic health and opportunity in your district, or in Trinity County?



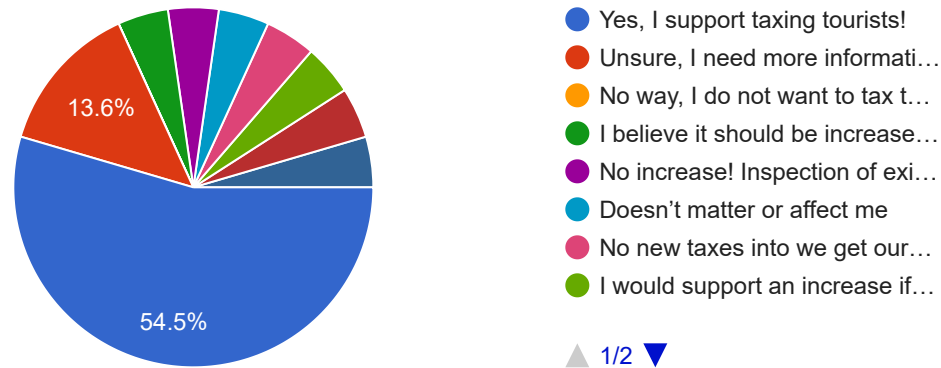
22 responses





Transient Occupancy Tax (TOT) is a tax on VISITORS who stay in various lodging facilities and is implemented in all California counties. Our current TOT is at 5%, which is significantly lower than the State average and neighboring counties (10%). Would you vote in support of increasing the TOT by 5% in order to generate more resources to the general fund?

22 responses



▲ 1/2 ▼



Thank you for your time! We value and appreciate your feedback. Please share any other information about the economic health of your business or additional thoughts with us.

7 responses

My economic health relies on a vibrant and positive economic climate. A county that welcomes that would be helpful.

I do not believe that commercial cannabis is the answer to our economic demise; i believe that lack of retail and lodging has a negative affect on tourism . We need to promote our outdoor recreation more and market outdoor enthusiasts. Highlight our restaurants and rivers, trails, lakes. We want people to come and visit and spend there money.

Increasing TOT is not the answer, it's a bandaide. I've attempted to speak with my Supervisor. Doesn't seem interested. Have invited her to my store- she never has appeared. No interested? Consider creating industry that provides education, jobs and wages. Consider where we live- Forest Management, Agriculture (Non Cannabis) and Ranching, Construction related activities- How about a teaching college (CSLB)- right here to train our people how to build something.

Fire has a big impact too.

I do thankfully think that my industry of hair care is close to the last thing that people give up!!!

Our county is hurting small businesses and low income families. Our county officials do not care about their citizen's quality of life or economic diversity. They would prefer everyone that live here be retired and economically self sustained. This county does not support small businesses in any way, and the county officials are so out of touch with the real people of the area, and are focused solely on their own tight social circles and self serving decisions.

It's backwards that cannabis is being vilified when the amount of alcohol & meth abuse that goes on in this county is ignored. Up North just got the green light for a beer and wine license by the county, bringing the amt of historic district businesses in a 1 block stretch on main st that serve alcohol to 4. On one block. They need to allow dispensaries in the historic district, &



take advantage of cannabis tourism. It's got to be criminal the way the county has mishandled the people's business, from class k & cannabis to other land use decisions that further disenfranchise trinity county's working poor, many of them the county's own employees. Pro cannabis residents keep showing up to public meetings to make comments on the record, but anti cannabis residents hide behind the anonymity of contacting their supervisors off the record. Whoever those folks are they must have some big pull to be able to sway the government in their favor without ever having to show their face (s).

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