Weaverville Chamber of Commerce

(Economy, Tourism, Events, Membership)

Board Meeting Agenda
Trinity County Office of Education
Thursday March 21st 2024
6:00 - 8:00 PM

1. 6:00 **Call to Order and Housekeeping**
2. 6:05 **Welcome**
   a. Introductions & Guests
   b. Changes/Additions to the Agenda & Minutes approval
   c. Announcements
      i. Monica & Lythia Resignations; Board & Membership
         1. Two openings for new Board members
3. 6:10 **Reports**
   a. Treasury Report (Jean)
   b. Secretary's Report (Ryan)

4. 6:15 **Correspondence**
   a. Jill Cox - (Trish update)
      i. Crosswalk - COMPLETED

5. 6:25 **Economic Development (Economy, Industry, Commerce)**
   a. Economic & Tourism Industry Development
      i. TCDC - (Trish)
      ii. EDA/SCED, CALED, GO-Biz, RSTP (Trish)
      iii. Tourism Asset Identification and SWOT Analysis

6. 6:35 **Old Business**
   a. Coupon Book for LaGrange Classic, May 4th & 5th (Trish)
      i. Trish Emailed sponsor info to members
      ii. Does WCOC want to be a sponsor? (Deadline March 15th but can be extended.)
         1. Bronze $100 sponsorship, Includes coupon in Gold Digger passport & Logo on website & tshirt and loudspeaker
   b. Single track symposium Race June 8th (Trinity Co. this year only)
      i. Same ad details as La Grange Classic

    c.   Status update / discussion of TCCC merger with WCOC (Jean?)

    d.   Continued tabled discussions to vote on:

        i.   Starting each meeting with reciting the Pledge of Allegiance

        ii.   Starting each meeting with the reading of the
                WCOC Mission

        iii.   Discussion/Approval of new Vision, Mission, Strategic plan points

             1.   (Requires 30 days written notice for approval. Submitted to the Board on Feb. 22nd, can be approved after March 23rd.)

        iv.   Internal Calendar (WCOC Website?) for Businesses & Service Organizations to use - (Ryan)

        v.   Chamber Newsletter

        vi.   Locations for Board meetings

        vii.   Business owners "What I need to Thrive" list.

7.   7:00 **New Business**

    a.   WCOC Representative for TCCC - Board vote

    b.   Update the Weaverville Chamber's Website listing of Board members & current Statement of Information (SOI) to reflect the new contact information of present officers. (Loni Lot? Kerry?)

    c.   CA Franchise Tax Board issues update - Jean Lam

    d.   Adopt - A - Town (Handout & volunteers- (Trish, Red Bluff, Redding)

    e.   WCOC Storage at Karlyne's house - review inventory being stored, and possibly vote on approving continuation of storage w/ price rate increase

    f.   Grants & Funding (Julia)

8.   7:15 **Committee Chair Reports**

    a.   **EVENTS**

        i.   Report from March 7th committee meeting. (Ryan)

    b.   **MEMBERSHIP & MIXERS**

        i.   Membership last year 2023 to 2024 - *Down by over 70%* (Jean)

        ii.   April Mixer - Board-Choose a date

        iii.   Discuss comparable Chamber membership dues & benefits

    c.   **FUNDRAISING**

        i.   Farmer's Market Beer Booth May 22nd - Oct 16th (Trish)

        ii.   Lewiston Peddlers faire beer booth? (June 1st) (Trish)

    d.   **MARKETING**

        i.   TOT Partners / Report

      ii.   Trinity County Rec Guide: Due in April

      iii.   2 Marketing campaigns- WCOC & Weaverville

            1. Plan for updates and improvements

                  a. Social Media

                  b. Branding / Logo / Website updates

      iv.   Maps

            1. Laura S. Requested WV walking map be updated. Ask to share the expense w/ TCCC? (Kerry / Ryan?)

            2. Purchase ad in Trinity Co. Map?

9. 8:00 **Adjournment**