

Weaverville Chamber of Commerce

Board Meeting -Thursday, February 18, 2021- Minutes

Time: 6:00 p.m. – 8:00 p.m.

Attendance (Zoom): Deidre Brower, Amber Carmen, Jill Cox, Julie Feely, Everett Harvey, Teckla Johnson, Jean Lam, Lani Lott, Scott Watkins, Elizabeth Watson Chriss Williams, Karlyne Zeitz, Pat Zugg .

The President called the meeting to order at 6:07 p.m.

Addendums to Agenda:

- Lani Lott 2021 Proposal
 - Treasurer's Report attachment
- I. **Treasurer's Report:** There is an ending balance of \$18,161.35 and \$9,587.67 in Carry Over Funds.
 - II. **Secretary's Report:** January 28, 2021 Board Meeting minutes approved.
 - III. **Visitor Introductions:** Everett Harvey, VP of the Golden Age Center Board.
 - IV. **Lani Lott Proposal.** Elisabeth motioned to approve the proposal. Amber seconded it. The Board unanimously approves the proposal brought to WCOC by Lani Lott. The proposal includes coordinating the WCOC social media presence, creating a quarterly newsletter and working on WCOC website.
 - V. **4th of July.** Pat discusses the historic duties of the WCOC orchestrating the 4th of July fireworks. Pat has taken the lead as the WCOC for the past several years and will assist with transitioning this role to a new board member. Pat agreed to write down the process. Volunteers are needed and a committee formed.
 - VI. **Unfilled WCOC Board Member position.** Discussion on how to best to outreach community members. The WCOC acknowledges it lack diversity across the spectrum including geographic representation. Future discussion will take place.
 - VII. **Supervisor Jill Cox. Cox updates WCOC on COVID.**
 - a. COVID-19 case stats
 - b. County tier status
 - c. Upcoming COVID-19 testing and how to register for vaccines Myturn.ca.gov.

- d. Amber asks about the county's plans if the region returns to a more restrictive tier. Cox states a change in change in tier status will not be known for at least 2 weeks.
- e. COVID-19 Small business funding.
- f. Chriss asks Cox about timing of Planning Department closure with the license appeals.

VIII. Committee Reports

- a. Thank You Cards. Chriss met with Ana Leeper Carson and created a few card graphic drafts included in Board Packet. No resolutions made. Discussion tabled for future meeting.
- b. Shop Trinity. Teckla reports no new updates. The next committee meeting is scheduled for February 24, 2021. Board discusses how "Made in Trinity" should be defined and marketed. Jean suggests keeping it small and manageable. Marketing Weaverville including advertising, welcome kits, postcards etc.
- c. Weaverville Business Person of the Year Award. Scott leads discussion on the idea. No resolution is made.

IX. Retail Cannabis Letter. A draft of the letter is attached to Board Packet. The word "implore" is debated. No timeframe is given as to when the letter should be sent. Tabled until later date.

X. Cultural Diversity/ Racial Equity. Julie leads discussion. Board discusses actionable steps the WCOC can make including making literature available in several languages (Hmong, Bulgarian, Spanish?) and issuing an official statement to the community.

XI. Membership Mixer and Drive 18 March. Jean is in the process of updating the WCOC membership letter to include the increase price of membership dues (\$50). Teckla suggests placing an ad in the Trinity Journal, phone tree, email and mailing of event flyers and letter. Chriss volunteers to create flyer. Flyer and membership letter will go out to all members before the event.

XII. Board Roles, Polices & Procedures. Elizabeth leads discussion on the individual roles of the quorum including the role of Sargent at-Arms. Board determines the following plan of action for sending future meeting agendas & attachments the week before a monthly board meeting. MONDAY: Elizabeth sends out a draft of the agenda with reminders for committee meeting minutes. WEDNESDAY: Committee Minutes + Agenda is sent to Chriss. THURSDAY: Agenda and packet emailed to WCOC Board and Members.

XIII. Strategic Plan Review - Cultural diversity & racial equity. Board discusses a community workshop series lead by Maggie Alvarez called “Meet Your Neighbor.” WCOC members are encouraged to attend and potentially reach out to Maggie to lead a workshop.

Meeting adjourned at 8:03 p.m.