

Weaverville Chamber of Commerce Board Meeting- Minutes

Thursday, November 17, 2021

Zoom

Attendance:

Members: Teckla Johnson, Jean Lam, Chriss Williams, Anna Carson, Scott Watkins, Pat Zugg, Julie Feely, Deidre Brower, Amber Carmen

Guests: Don Jackson, Lani Lott

Call to Order: 6:03pm

Welcome (Teckla)

Additions to agenda:

- State advertising opportunity (Scott)

Reports:

- Treasurer's Report: (Jean): Ending balance: \$14,533.31. WCOC now banks at Coast Central Credit Union.
- Secretary's Report (Chriss): Minor correction needed: Edit Ad cost (we split the page and cost with other org) \$397.50. Jean motions to approve the minutes with edit. Deirdre seconds to approve. Motion carries.

Program Presentation

- Don Jackson (Jake Jackson Museum): Definition of Visitor: someone from elsewhere. There are 3 primary challenges for tourism operators: 1. Give visitors something to see and do. 2. Provide visitors with a feeling of reverence. 3. Offer visitors an experience in serendipity (the art of happy accidents). We should offer a course in "Visitorization" to local businesses. Curriculum includes: (a) Listening (b) Smiling (c) Understanding people from different backgrounds (d) How to meet basic needs of visitors. Board and guests discuss how a unified customer service approach in Weaverville would be benefit tourism. Don proposes a "Red Apron" model—every course graduate receives a red apron perhaps with a logo. The logo could be a community sponsored event. Teckla asks how this course could be part of a business new employee on-boarding. Lani suggests creating a handout with the key principles of Visitorization along with other reading materials. Businesses could mentor other businesses and graduates of course could be "community ambassadors". Anna asks if Don would need to be paid to lead this course. Don says no. Teckla proposes to launch a new committee in the new year. Don will touch base with the WCOC in the new year to put this back on the agenda.

Correspondence

- Anna shows the Trinity County Lion Clubs “Toys for Tots” advertisement.

Unfinished Business

- Mask up banner (Chriss & Julie): The problem: grommets are too small to be hung over 299, the rope was wrong.

New Business

- Committee Reports
 - Membership (Jean): Trinity Nursery has joined the Chamber. An inquiry from a business was regarding Weaverville, North Carolina. Lani will add new member to website. Jean and Michelle discussed sending new businesses in community a complimentary membership with welcome basket and a membership certificate. New businesses: Meraki, Mountain Goat Kids, Gabe’s Grill. The Annual Membership Meeting will be held in January. A new committee for the mixer will be formed.
 - Mountain Magic (Jean): Advertisement was printed in Trinity Journal. Committee met on Tuesday. Mountain Magic will serve as an umbrella for all events in December. Carolers and live music will be featured at the bandstand on the Friday after Thanksgiving. The Water Bar is considering hosting a Santa event bringing attention to the uptown business community in addition to offering discounts on Small Business Saturday. Trinity Theatre is promoting a Polar Express event. Julie will bring hand warmers to Jeans. Pat says they can microwave them at the TC Visitors Center. Icicle lights & boughs will be hung on bandstand happening on Sunday at 12noon. Chriss brings up having a menorah at the bandstand in the future. Board approves.
 - Halloween (Jean): 42 tickets sold: \$1470. The tips from a tarot reader and bartender were donated. Total revenue: \$1654. Profit: \$248
 - Tesla SuperCharge Station Opening: No new updates.
 - First Saturday: Lani continues to promote event via Facebook and Website.
- Board Elections (Jean): Currently all officer positions are up for re-election in January and 6 board member positions. Chriss will meet with Jean to discuss the board elections according to the by-laws. If anyone has any ideas as to who would make a great board member contact Chriss & Jean.

Announcements:

- Trinity County Arts Council (Julie): The Arts Council continues its search for an Executive Director. The position is urgently being advertised in the TJ.
- Intergenerational Workshop (Anna): Anna gives an overview of event. Volunteer positions are filled.
- After 5 Ad and State Ad opportunity: Chamber appreciates Buildaberg for putting the After 5 ads together. The state ad will be put on our next agenda.
- Reminder to upload all event photos to the Chamber’s Google Drive. Lani requested Halloween Candy Cruise photos and photos in general.

- Chriss will create a Mountain Magic Christmas video to post on Facebook.

Next Steps

- Mixer committee established
- Don will send an email about the Visitorization
- Chriss will a create video for Mountain Magic
- Jean and Chriss will meet re: board elections
- WCOC will honor Angela Beads. Anna and Chriss will create something for Angela's Beads (card, photo) and promote on Facebook via Lani

Adjournment: 7:59pm.