



Yosemite | Highway 120 Chamber of Commerce
November 9, 2021 Board Meeting
Around The Horn Brewing Company

The meeting was called to order at 6:22 pm.

Board members roll call: Present: Bob Turney (BT), Shirley Horn (SH), Christian de Ryss (CdR), Patricia Epp (PE) via Zoom. Absent: Christina Wilkinson (CW)
No quorum was achieved. Secretary recommends taking any necessary votes via Yosemite Chamber Google Workspace as noted in these minutes.

Guest Introductions

Kelly Sexton, Dawn Silva
Steve Griefer (via Zoom)

Public Comment and Announcements *

Kelly Sexton is a part-time PML resident who has previously volunteered with Dawn on the Christmas Committee. Kelly's personal vision is for the historic Main Street buildings to be lined with solar lights all year around. She would like to donate all the lighting but needs assistance and support getting permissions from building owners, any necessary permitting, and an installation team.

Discussion included: Angel's Camp is lit in this way, as are other small historic towns; there are definitely liability issues to be considered (Chamber and building owners); GCSD/Groveland Lighting District has a very large budget for infrastructure improvements--would this project qualify for funding and/or assistance?

Action: Kelly's project has been assigned to the Beautification Committee (PE) for further consideration and action. It was noted that collaboration with the Banner project team (Tom Hernandez/Tom Clawson) could be beneficial for permitting and installation support.

Steve Griefer, resident and former PMLA board member, presented his concept for a winter community-wide dinner as a way for him to show his personal support for the health and welfare of our community, particularly the hungry. He requested the Chamber to endorse and/or partner with him on this idea, which includes the donation of 25 turkeys from Mar-Val (offered for the last week in December), personal funding from Steve and potentially others, and volunteers preparing all the food.

Discussion included: YCC board expressed interest in this event as potentially an annual occurrence; last week of December timing is not possible given board's current

workload; question of the benefit/opportunity for other member businesses to be involved vis-a-vis YCC resources needed to support this event; YCC board's emphasis on programs that create member value AND generate revenue for the Chamber's operations. It was noted that people aren't just hungry during the holidays; suggestion to consider the event for early February and brand it "Show the Love".

Action: YCC board requested a plan/schedule from Mr. Griefer set on a timeline that works for the Chamber (e.g., no earlier than early February.)

Mr. Griefer also spoke about GCSD's CFD formation and the role he believes organizations like the Chamber should play in informing its members about the impact on businesses and the pros and cons of the issue. While Mr. Griefer believes the Chamber should be a "neutral party," he admitted that the PMLA board struggled with how to get the word out about similar issues (i.e., Measure V) and remain neutral. BT noted that the Chamber is not a political organization and if/when our members call for the Chamber to do more than be a conduit for information on a particular issue, the board will deal with these separately and appropriately.

Approval of Consent Agenda - Due to the lack of a quorum, this item will be placed on the Chamber board's Google Workspace for recording of motion and voting.

- October 12, 2021 BOD Minutes & Financials
- November 2, 2021 Annual Meeting Minutes

President / Executive Committee (BT)

- Welcome Christina Wilkinson - deferred to December BOD meeting.
- **Nomination and voting for 2021-22 Officers - Due to lack of a quorum, this item will be placed on the Chamber board's Google Workspace for recording of motion(s) and voting on 2021-22 officers. Current officers were asked to remain in their positions until this official BOD vote is recorded.**
- Annual Meeting recap. Forty attendees representing 31 member businesses attended. Attendees pronounced the meeting "informative, professionally organized and presented, and fun."
- PMLA board meeting Nov. 20 9 am - Joe Powell agreed to put YCC on the agenda. BT to present a "Cliff Notes" version of the annual meeting presentation. CdR and SH will also attend. **Actions: CdR to confirm timeslot with Joe Powell. BT and CdR to meet Monday 11/15 to finalize presentation.**
- Public affairs - GCSD: recorded above under Steve Griefer's address to the BOD.

Vice President / Communications Committee (PE)

- Beautification Committee - invitation letter sent out to interested business owners/renters on Main Street to attend 11/30 meeting. Grove Mercantile & STCHS have RSVP'd. December article submitted to PML News and Yosemite Express bylined by PE announcing Beautification Committee. PE in touch with Garden Club president S. Dwyer; E. Barton (Echo Adventures) briefed Garden Club members at their monthly meeting 11/8.
- Shop. Eat. Buy. Local. Social media/Weekly campaign promotion for the holidays Black Friday thru Christmas Eve, starting with restaurants & eateries. Buy \$25 gift card for cash, get \$30 gift card. Pizza Factory, Hungry Bear, Groveland Hotel are already in. Will also reach out to all non-food businesses for what they want to promote during this time. Discussion: agreement to include non-member food & beverage and retail Hwy 120 businesses to inspire them to join the Chamber during our Membership drive (November - January.)
- Union Democrat / Alex MacLean - embezzlement sentencing 12/2. Restitution phase - 12/2. UD wants to write a story from the perspective of the chamber and how the organization was impacted and recovered from this scandal. BOD agrees BT should do the interview, with SH developing the messages and media training. BOD agrees that Tom Hernandez is a valuable resource for background/perspective but this article should focus on RECOVERY not the scandal itself. **Action(s): BT to set a date/time for in-person or Zoom call between BT/SH/Tom Hernandez within next 7 days. PE to follow-up with Alex MacLean.**
- Thanksgiving Day dining options. Checking with other food & beverage members about Thanksgiving food service and will promote accordingly.
- As subscriptions/interest in Chamber information has grown and new focus on our unique historic location, STCHS will be providing a monthly article/photos for Yosemite Chamber website / Weekly. These blog posts will be categorized and searchable as Historic Hwy 120 on yosemitechamber.org.

Treasurer / Ways & Means Committee (CdR)

- Finance
 - Forty-Niner Festival - About ten sponsors have not yet responded to Chamber's request for decision on allocation of sponsorship fees. Until we can get clarification from each, all remaining unallocated fees will be placed into 49er Festival reserve account.
 - Operating Budget
 - committees, programs and events review their 2022 revenue plans - **Action: discussion deferred until December meeting.**

subscription notifications to PE to enter into Constant Contact. CdR to look into form, notification stream on WIX to help sort out issue. SH to reach out to Kym Carpenter re: her son's WIX expertise and possible support for YCC.

- Membership renewal campaign will go out to current and past members (2019-2021). **Action(s): Hardcopy letter with Year in Review (SH) to be mailed by end of November;** email invoice follows (**CdR**) a month later. CdR noted that checks mailed to PO Box 1263 are preferred means of payment as Square charges 3% transaction fee.
- New member drive to follow Renewal campaign.
- Creating member value - Chamber Business & Professional Services (CdR).
 - Opportunity to create recurring revenue by offering services that members will pay for. E.g., physical storage.
 - Could include much-needed professional and business services contracted for by YCC and offered/billed to members through a new menu-based membership structure
 - Example of immediate opportunity/proof-of-concept: Collaborative committees, such as Christmas Committee, who generate their own revenue from donations would pay a 20% service charge for Chamber administrative, bookkeeping, and marketing services provided to promote the program.

Action: CdR to continue concept test with Christmas Committee and other potential business “clients” and update at December meeting.

Programs & Events Committee (BT/CW)

- Christmas committee - Hwy 120 decorations. Garland prep last week; garland hanging Saturday 11/13.
- Banner committee: Tom Clawson and Tom Hernandez have agreed to co-chair this committee. Pine Cone Singers and other 2022 banner applicants need to be notified. Ahead of figuring out construction solutions, the legal implications (CalTrans & Tuolumne County permitting) and liability concerns must be understood and resolved. **Action: BT to ensure committee notifies all 2021/22 applicants must that Chamber will not hang banners until the structure has been upgraded. BT to brief committee on preparing a budget and revenue generation plan to cover new infrastructure and ongoing costs for insurance, permits, and labor without violating CalTrans' policies for highway advertising.**

Old Business - Thank you letter to Deborah Caliva was produced for directors' signatures to be mailed 11/10/21.

New Business - Steve Grierfer/Mar-Val winter community dinner concept - recorded above under Steve Grierfer's address to the board.

The meeting was adjourned at 8:35 pm.

Next meeting: Tuesday, December 14, 2021 5:30 pm - 7:30 pm Location: TBD

Drafted by S. Horn, Secretary

November 10, 2021

Recorded by S. Horn, Secretary

November 30, 2021

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