



Yosemite Hwy 120 Chamber of Commerce
January 10, 2022 Virtual Administrative Board Meeting
Via Google Meet

The meeting was called to order at 6:01 pm by Shirley Horn, acting as Chair. In attendance: Shirley Horn (SH), Patricia Epp (PE), Christian de Ryss (CdR), Bob Turney (BT), Christina Wilkinson (CW). A quorum was achieved.

Consent Agenda included:

- November 29 Interim board meeting consent agenda:
 1. October 14 Board Meeting Minutes.
 2. November 2 Annual Meeting Agenda/Minutes
 3. Year-End financial statements
 4. November 9 Board Meeting Minutes.
- November 29 Interim board meeting minutes

Motion to approve the Consent Agenda: CdR. Second: PE. There was no discussion. **Ayes in favor: 5. The motion passes.**

Membership & Nominations

Board candidate Vanessa Renkel-Meyers (RE/MAX Gold) will be interviewed by the Executive Committee Tuesday, January 11. Vanessa has expressed keen interest in joining the board; her event marketing experience would be valuable. Based on outcome, SH may make a motion to appoint her to the board at the January Member Board meeting.

Formation of an Advisory Council

An Advisory Council would be beneficial to the board's operations to help fill gaps in expertise/experience not currently available to the board, tapping the individuals' knowledge on an ad hoc basis. SH reminded the board that this had been discussed early last year; SH had reached out to Kathleen Haff, who confirmed that she would be allowed to serve in an advisory role but not as a board member. BT noted that GABA (Groveland Area Business Alliance) was once/may still be trying to fill that role. He also questioned whether the formation of a council now would undermine the board's efforts to recruit qualified members to fill open board seats. CW noted that it could also serve as an entre to a board position. BT questioned the minimum/maximum number for such a body. CW suggested that since we're looking to recruit people with specific knowledge/expertise, let the number be fluid and call them "Chamber Advisors".

Motion to approve the recruitment of Chamber Advisors as appropriate: PE. Second: CW. Discussion regarding putting out a public call or recruiting advisors as we identify appropriate candidates, which was the board's preferred method. **Ayes in favor: 5. The motion passes.**

A brief discussion on other potential board candidates followed. It was agreed that we should move on from individuals who have not been responsive to our repeated recruitment approaches.

Letters of Support for Grant Applications

In the past six weeks, the Chamber has received requests for Letters of Support for grant applications from Groveland Trailheads, Camp Tuolumne Trails, GCSD, and most recently, Tuolumne County. TuCo is applying to the California Clean program for the Groveland Vibrant Connections to Public Spaces project to enhance public access to downtown, build public restrooms, and provide better trash service to the lower parking lot (Tesla charging stations) on Ponderosa Lane.

It was noted that YCC/Beautification Committee have requested joining with GCSD's application to the Clean California program to support the downtown enhancement project. YCC is on GCSD's board meeting agenda January 11, 2022 to seek approval to piggy-back on GCSD's grant application.

Motion to approve a Letter of Support for the Groveland Vibrant Connections to Public Spaces project: SH Second: PE. There was no further discussion. **Ayes in favor: 5. The motion passes.**

ACTION: Secretary to prepare letter for Executive Committee signature. PE to forward to TC contact requesting letter by January 14.

Given the number of requests for these Letters of Support YCC receives, SH made a **motion to allow the Executive Committee to review, approve, and submit Letters of Support without requiring a board vote for each one.** Second: PE. Discussion centered on concern for any requests that might not be beneficial to the Chamber or politically controversial. The general feeling was that the majority of these grant monies are being sought to improve the quality of life in the greater Groveland area and in the best interest of our members. It was agreed that the Executive Committee would notify the entire board to review, discuss, and vote (virtually or live, depending on submission deadlines) on requests that seem questionable or not beneficial to our members. **Ayes in favor: 5. The motion passes.**

Announcement: CW notified the board that her new contract begins February and she will be working in the field up to 12 hours/day, 5-6 days/week for possibly several months. The board has requested that CW keep us informed about her schedule as it changes, especially regards attendance at board meetings.

Rock Star Employee Recognition Program

Bob presented his idea for a sponsored Employee Recognition Program, which will be jointly sponsored by Yosemite Adventure Supplies/www.turnkeyinstitute.com. The idea was workshopped and approved by the Executive Committee as an example of the type of self-funding program, beneficial to Members, Sponsors, and in this case, Employees, that the Chamber wants to support. Details are still being finalized; the program will need at least 6 Participating Members (employers) and Sponsorship Agreement, Participating Member Agreements must be prepared.

Motion to approve the Rock Star Employee Recognition Awards as a one-year pilot program sponsored by Yosemite Adventure Supplies/Turnkey Institute: Bob Second: Christian. Discussion: Christina offered to help with logo and Point-of-Sale materials. A draft logo has been provided, but help will be needed on finalizing logo with appropriate sponsor language, and creation of point-of-sale materials artwork. **Ayes in favor: 5. The motion passes.**

ACTIONS: SH to organize meeting to determine program deliverables, launch/promotion plans with BT, CW, PE, SH.

Member Board Meeting Day Change

Tuesdays are not the optimum day for our Member Board meetings if we wish to encourage attendance by holding them as no-host events at local restaurants. The board has now invested in proper video conferencing technology to make it easier for members to attend in-person or online. CdR tested this new technology for tonight's meeting and it will be used for the January 11 Live Virtual Member Board Meeting.

Motion to change Member Board Meetings to the second Thursday of each month: PE. Second: SH. Discussion: With this new technology, BT feels comfortable attending virtually if necessary. CdR noted that changing the date would allow Kathleen Haff, District 4 Supervisor, to attend (probably virtually) as well. **Ayes in favor: 5. The motion passes.** The February board meeting will be held on Thursday, February 10.

7:07 pm The meeting was adjourned and followed by a run-through of the January 11 Member Board meeting presentation.

Drafted by S. Horn, Board Secretary

January 11, 2022

Approved February 10, 2002

Recorded by S. Horn, Board Secretary