



ADMINISTRATIVE BOARD MEETING
February 8, 2022
Held via Google Meet

The meeting was called to order by Secretary Horn at 5:40 pm.
Present and forming a quorum: Shirley Horn (SH), Patricia Epp (PE), Christian de Ryss (CdR), Bob Turney (BT), and Vanessa Renkel-Meyers (VR).
Absent: Christina Wilkinson (CW).

Ways & Means - CdR

- CdR, PE, SH getting debit cards from Premier Valley Bank. All to sign on February 15.
- Premier Valley Bank specified dba as Yosemite Chamber of Commerce.
- **ACTION: CdR** to cut check for \$1513.12 to Around The Horn Brewing Co. and drop off to Rachel Horn this week.
- Financials - Checking \$13,561 + Savings Reserves \$30,350 - AR \$750 (JP Mktg)
- Directors & Officers Insurance - coverage paid - \$1398 - includes D&O plus liability for Chamber mixers / member board meetings - other events require a rider.

- Clarification discussion: Chamber business services (e.g., administrative, marketing, etc.) for **Chamber-supported** programs v. **Member-requested** professional services.
 - Discussion about board members bidding on and perform member-requested professional services billed via YCC & 1099s vs. volunteering their time on Chamber programs and chamber retains/reinvests the earnings.
 - CdR: We're not far enough along or resourced well enough to offer the professional services yet. All board member/volunteer work is categorized as Chamber Business Services on the P&Ls; have not yet distinguished between member-requested vs. chamber-supported.

- OATH / Ind. Contractor agreement -. CdR has developed a boilerplate independent contractor agreement for Chamber's use to ensure IP rights, non-disclosure /confidentiality protection, etc. The agreement is accompanied by a scope of work / remuneration addendum specific to each case. Kimberly Perez signed the agreement as a volunteer bookkeeper without compensation. At a previous meeting, SH indicated that several new board members have not been formally installed by taking the oath of office. The oath taken by BT and SH was provided by Tom Clawson. It was noted that Rotary

and other large service-oriented non-profits have a similar oath that all are required to take, and members are loyal to those principles. CdR suggested that the independent contractor agreement be modified to include the oath (stating values, commitment, etc.) to cover all elements necessary for board members and other chamber volunteers.

ACTION: CdR will meld and modify the oath and contractor agreement to cover board members, volunteers. Independent contractor agreement has all the elements of traditional ones (IP, work for hire, pay according to scope of work; non-disclosures, confidentiality agreements) for review/approval by the board.

Membership & Relationships - SH

- Membership drive final reminder - status to date v. target
 - ~\$9,300 collected from 58 members. 64 total including TWENTY TWO new/former members.
 - Average \$142 - - Median \$112.5
- Ongoing project to restructure membership in a Fee v Benefits model. This warrants separate workshopping and is a long-term project. As we learn more about our members and their different needs, this will evolve.
 - <https://docs.google.com/spreadsheets>
- Membership drive is now over. SH will begin removing directory listings for relapsed members. We're almost mid-year, so new member development strategy is to focus on 49er Festival sponsorships that include free membership for remainder of the fiscal year.
- Yonder Yosemite event wrap-up
 - Very successful event strictly from a networking standpoint. Mixers used to be seen as member value. Monthly Member Board meetings are intended to replace the mixers as the higher-value regular event. Members interested in knowing what's going on and look to the Chamber for that.
 - Audio was a problem at the venue and online for lack of microphone for the live presenters.
 - BT says there is a good quality Microphone system in storage.
 - **ACTIONS:**
 - CdR and BT to make a storage run together.
 - Inventory list needed.
 - Pick up 49er Festival garbage bags at Moore Bros. &
 - Bring back BIG SCISSORS and RED RIBBON from storage.
 - Eleven beer tokens left from event. SH will incorporate as raffle prizes for Member Board meetings.
 - **ACTION: SH** email Tim re: email address for questions. (Done 2/9)

Public Affairs / Relationships - SH

- Kathleen Haff:
 - Agreed to be an Advisor and asked if she could do a Board of Supervisors' update at each monthly Member/Board meeting. Should the board invite her to do this?

- BT: Kathleen brings a lot of value/clout; additional clout politically. She really cares about the community. CdR: Maybe just a 2-3 minute Tuolumne County update. South County no longer red-headed stepchild. These people don't go to BOS meetings but want to know what's important at BOS.
 - PE: Agree with two criteria: We see in advance what she presents. When re-election, to remain non-political, we could have a candidate's forum to give equal time.
 - BT: our people want information; we can be non-political.
 - CdR: Information only without a Q&A - it's 3 minutes. People can ask her questions and follow up after the meeting.
 - Vanessa: likes the idea of the advisor and an informative voice on TuCo happenings; it's up to us to keep it non-political on our end.
 - **ACTION: SH** (Public Affairs) to follow up with Supervisor Haff for March 10 board meeting at Groveland Hotel and subsequent meetings.
- Steve Griefer - potential volunteer for 49er Festival help? BT: he's looking for something to hang his hat on. He's never been to any festival meetings, prep, etc. They did a chili submission with CHP. **ACTION: SH** will reach out when 49er Festival call for volunteers goes out.
 - Southside request for grant support letter (WAVE) **ACTION: SH** will draft letter for Exec Comm approval. Due March.

Accounting/Bookkeeping: - CdR

- Kimberly Perez has now given her notice to retire. April 1 is her last day. She is briefed and on board with chamber hiring a temp in the interim, as her workload has increased in anticipation of her retirement. We are so fortunate to have found her!
 - 100% dedicated to helping the chamber!
 - She wants to be invited to everything.
 - She has volunteered to be involved with 49er Festival chili competition.
- Currently, our balance sheet & P&L are not quite right, as there has not been a bank reconciliation performed for December and January yet. CdR will do a summary level for bank balance & receivables and present "guidance" at the Member Board meeting Thursday.
- SH raised the previous board policy of providing a monthly transaction detail. CdR says this can be done but it would be a meaningless data dump for someone not understanding the QB accounting system. Board members can view this transaction detail by logging into QB accounting system and look at the P&L. All summary data linked to detail. If you're doing an audit, that's the source data.
- **Motion to unwind the previous board policy from early 2021 to provide a transaction report: SH. Second PE. No other discussion. Ayes in favor - 5. Motion passes.**
- CdR is interviewing a QB contractor (via QB's independent contractor network) next Thursday. The Executive Committee discussed, and recommends the hiring

of a QB contractor to set-up and close the books for up to four months (December, January, February, March).

- **MOTION to approve hire temporary QB resource for up to four months (not to exceed \$1100) until Kimberly is available: PE Second: CdR Discussion: \$500 set-up includes first month close, plus \$200/month. Ayes in favor - 5. Motion passes.**

Communications/Marketing - PE

- Marketing needs Admin resources whether it be a volunteer, intern, paid contractor or??
- CdR has been developing a Resource Requirements spreadsheet to cover all chamber areas. Work-in-progress - all board members should review this.
 - <https://docs.google.com/spr>
 - Mostly need assistance with minutiae (PE): e.g., Constant Contact accuracy/bounce rate, unengaged. Clean it up. Delete old lists. Skills? Clean up/add/remove. Needs someone who can call and ask; follow-up. Assertive.
 - The Weekly: PE has a schedule / sense of what's coming. Goal is to get some solid contributors, regular contributions. (e.g., Sean Dunn and Kathy Brown) Becoming more manageable. Spring: flyers, events will start flowing. Seasonal thematic content / new member spotlights.
 - Set up Calendar on website to make it a community/business/visitor resource?
 - **ACTION: PE** will reach out to Tioga High School for potential recruits.
- **MotherLode Makers Market** - PE proposal to Board for new program.
 - Melissa Stewart Co-Chair, Nancy Mora limited committee member.
 - Market proposed to launch w/TuCo Art Week April 16 and runs the 3rd Saturday of each month through the middle of December.
 - Visit TuCo reaching out to membership to support all activities for 2nd annual art week (April 10-16).
 - Chamber always being asked to do more to support Main Street businesses.
 - Committee is researching business venues (Around The Horn, TLT, Provisions, Ranch Revived/The Grove) re: charging makers for the right to have the booths; YCC would be responsible for marketing/advertising the monthly event.
 - Both Ranch Revived & Yosemite Adventure Supplies have serious makers providing items for their store. Joan would support those makers to be outside her store as long as they're not selling the items they provide. BT/YAS would like to be included.
 - Liability issues? CdR - just paid for Directors/Officers insurance, member meetings, mixers, etc. We will need to get an annual rider for MMM, regardless of location. Add it as a line item on the budget.
 - 49er Festival will present a slight challenge separating vendors from the MotherLode Makers Market booths.
 - A program logo was presented and some feedback provided.

MOTION to approve moving forward with MMM program without any expenditures to finalize research and budget plan: BT Second: VR. Discussion: How will the program be resourced (administratively)? Nancy Mora will be administrator of makers' list. Melissa

Stewart (co-chair) and PE to begin. VR: would music makers would be included? MMM is for makers of physical product. Ayes in favor - 5. Motion passes.

- **49er Festival**

- Sponsorship levels worksheet needs PE input on marketing benefits at various levels.
- BT will still handle everything he has handled. Beard, bands, chili, etc. Kimberly has volunteered to help on chili.
- First Friday of every month; first meeting was always February. Tom Clawson may be willing / is capable of handling permits, etc. PE will call for a meeting the first Friday of March; appeals for volunteers to start up.
- CdR expressed serious concern about having the resources to do the Festival properly in a replicable/sustainable way, rather than the annual Seat-of-the-Pants style of project management or the program can't be considered viable by this board.
- Need a Program Manager who knows how to run a project. Parade, Vendors, Suppliers, Entertainment & Acts. We need a core of half a dozen people willing to participate at this new level of project management.
- Starting with this week's Member Board Meeting - Time to get people to sign up to participate. "Gently deliver" the message to members to get commitment from the right number of people in the right jobs. Need infrastructure/data base. Earl willing to "brain dump". Need a drop-dead date with a list of volunteer positions needing filled.
- VR: there's a lot of new people with new energy who have moved here recently. Fresh ideas, new blood. Appeal to them.
- PE: agrees that we have to communicate to community the dire situation we are in re: resources. Believes it would be the biggest mistake of this chamber to cancel the festival, giving the community thirty days notice to step up or its gone. Unreasonable timing. Convo needs to start with community. This board has done what no other chamber board has done in the past...circumventing and overcoming so much that came before us. This is not a roadblock; it's a bump in the road.
- **ACTIONS:**
 - **PE:** Get message out via meeting, communicate properly, put it in the Weekly,
 - Set first meeting for March 4.
 - **CdR:** Deconstruct Earl's notes and work with Earl to get a tool in place like Smart Sheet - possible use of Wild Apricot (a membership / events tool)
 - **VR:** Previously used Google for all event / project management and will pull old event-management templates that could be modified for 49er Festival.
 - **VR:** review opportunities for board engagement in Festival. Select a portion of the Festival planning to own.
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- Flea Markets - Flea markets were not big revenue-generators nor do they fit the brand profile of the Yosemite Chamber. PE has emailed T Vincent to explain that the chamber is not longer supporting this program.
- Executive Committee recommends an EMBARGO on New Programs through remainder of FY 22 due to severe resource constraints. Not included in this embargo are:
 - Chamber music series skunk works: CdR & VR.
 - Gateway mural project (proposed for announcement during TuCo Art Week and completion/unveiling during Art Week 2023.): SH & Barbara Bussler (Black Bear Mosaics). Proposal to be made to board at March Administrative Board meeting.
- Website - CdR is researching to find a WIX resource to fix our website infrastructure issues, set up 49er Festival website needs, etc. ~ \$25-35/hour / fixed price
 - Two strong candidates:
 - former WIX employee in Florida. Understands everything we need to accomplish. \$35/hour. Has a team; technically very competent.
 - San Diego guy - \$25/hour but he only does Chambers of Commerce. Understands wix plus understands chamber business. Works alone; probably not the depth of technical knowledge as Florida candidate.
 - CdR is preparing a preliminary scope of work (based on SH & PE input) to submit to the candidates. Suggests a group interview with SH & PE & CdR on preliminary scope of work. Philosophical/cultural alignment/"chemistry" with SH & PE.
 - Refine prelim scope of work based on group interviews. Resubmit to both candidates to bid on the Phase I (infrastructure/program set-up) project at a fixed price.
 - **ACTIONS:**
 - **SH & PE** to review scope of work document; add comments/questions. Week of 2/14. <https://docs.google.com/document/d/1dm>
 - Capture the list of things that are broken or not working properly on the website asap for w/of 2/14.
 - **CdR** to set group interview meetings the week of 2/21 for kick off early March. Estimate \$2-3K to fix and give website the functionality we need. It is worth it to get these problems solved.

Next Meetings:

Tuesday, March 8 - 5:30 - 7:00 pm Administrative Board Meeting (online)

Thursday, March 10 - 4:30 (set up) - 7:30 pm Member Board meeting at Provisions (Groveland Hotel)

Meeting adjourned 8:11 pm.

Draft recorded by S. Horn, Board Secretary February 9, 2022

Approved and recorded February 10, 2022