



ADMINISTRATIVE BOARD MEETING MINUTES
May 10, 2022 rescheduled for May 17, 2022
Held via Google Meet

The meeting was called to order at 5:38 pm.

Pledge of allegiance

Roll Call: Directors Present - Shirley Horn (SH), Patricia Epp (PE), Bob Turney (BT), Betsy Duncan (BD), Vanessa Renkel-Meyers (VRM),
Absent: Christina (CW)

Consent Agenda approval. The Consent Agenda will be sent as a link the Board Virtual Vote Google Space and amended or approved by Virtual Vote.

Announcements

SH submitted a proposal to Yonder Yosemite for Community Outreach consulting services.

SH will have additional priority personal time commitments starting in December when her grandchild is born.

Committee Reports:

Ways & Means - SH

- Financials - Checking \$ + Savings Reserves \$ (incl EIDL loan) as of 5/17/22.
- EIDL Loan - per the Board's approval by Virtual Vote, SH submitted a bank transfer via ACH from Chamber's Premier Valley Bank Savings account to pay off the EIDL loan on 5/18/22.
- SH filed CA State Registry of Charities \$25 renewal fee/10-31-21 unaudited statements. This reporting tie to CA State reporting on raffles.
- We will need to restate revenues to State of CA for prior Fiscal Year. Not properly accounted for value of In-Kind donations received.
- Another desperate please for help. We need a Treasurer/Ways & Mean board member(s).

- Accounting/Bookkeeping: Kimberly has reported serious frustration with the way QuickBooks was set up. We need a QB resource (not CdR) who can help us set this up simply and properly. BT's accountant is a QB pro in Montana Dave Tudor. Action: BT will ask him if he's interested in a few hours consulting. / SH to ask member Catherine Wortmann. Quickbook Pro advisors.
- Website -
 - Stan is working well for us. Completed Events/Calendar section. Paid via UpWork. \$100
 - Completed 2nd set of projects (incl. Improving member directory pages with gallery & blog links); SH paid on completion via PayPal with Chamber debit card \$150.
 - 1st meeting on Program Pages & 49er Festival website held. Both projects underway. (\$500 total on completion)
 - Approved max: \$1000. Total projected spend: \$750. Recommend leaving the \$250 in reserve for unexpected, urgent needs. (or: QB integration? Event ticket sales?)
- Google Workspace: MMM@ email forwarded to PE. 49erfestival@ email set up (PE) bduncan@ email set up. Google Workspace training held with Kimberly (chats & spaces); need to reschedule with BD.

Membership / Sponsorships - SH

- 84 business members, 51 of whom were members in 2020-21
- 3 club/friend members
- 46 charity/NGO members (most "unconfirmed" and unengaged)
- Two newest members: Granite Investigations LLC, Michael Hahn and Heart Centered Craniosacral, Christi Kirk (working out of new member BrightFire Wellness studio). Rock it Tacos interested. We're now halfway thru year. SH will look at repeating the 49er Festival offer or host a Chamber meeting "deal" to include membership for remainder of year for potential new members.
- 49er Sponsorships/visibility opportunities brochure completed
- Community Spirits sponsorship proposal to Chicken Ranch submitted 5/6/22.
- Why didn't May meeting work? Yosemite Flights/food/excitement (we thought?) Issues/learning with EventBrite. Very very little engagement (click-thrus) on any of the invitations/postings. Recommend quarterly Member Meetings, starting August.
 - PE:canceling meeting spread a different rumor that the chamber was dissolving.
 - BT: still hearing positive things. Nothing heard about past meeting.
 - PE: communications to our members/community continue to grow and are solid. 5-6 new Weekly subscribers every week. Consistent,solid,credible. Quarterly meeting makes life totally easier.
 - VRM: fell on a day people were very busy; heard from a couple of people who were too late to sign up.

Discussion re: Quarterly meetings beginning in August and best day of the week for our members. PE suggested an August 49er Festival Sponsor/Vendor Meet-and-Greet. Are Thursdays an issue? Many restaurants/retailers close Monday-Tuesday-Wednesday. BT prefers Tuesday, but it presents a problem finding venues with food service. Is quarterly too long

between member meetings? Members may look forward with anticipation if only quarterly...good attendance, enthusiasm after COVID opened up. Blow the doors off on a quarterly basis.

Communications/Marketing - PE

- **Union Democrat Discover Highway 120 magazine / Map program**
 - 16 ads sold at \$30 each (\$480); David & Christina have been awesome working on map; 5,000 two-sided printing donated (\$500+ value); Sabre Design reduced artwork fee \$250
 - Magazine coming out soon. PE got 5000 map copies printed for gratis; 49er Festival 2022 & 2023 dates listed on back side.
 - Will start distributing them to advertisers next week will get a supply. Lodging members could reach out to Patricia for copies if there are extras.

Programs & Events - PE

- **49er Festival** - band contract signed; permits in process; Chicken Ranch sponsorship submitted; additional sponsorship proposals to go out this week (SH); vendors in process; 10 chili cook off participants verbal commitment; waiting list to start. BT to look into expanding cook off spaces. PE will bring up downtown Poker Run at next meeting to stimulate downtown business on the day.
- **Beautification program** - Friday press conference; All board members should try to attend the press conference. PE and SH to meet afterwards with Cal Trans re planter and receptacle placement. Moving along in good direction.
- **ROOFBB Backstreet Festival** - waiting until June 1 to see if market will proceed; plan to ask ROOFBB if they will donate part of event proceeds to Beautification. PE is being told by key downtown retailers that 49er Festival is their busiest day downtown. More data needed about downtown vs. Mary Laveroni Park events and value of events to member businesses/retailers.
- **Mother's Day promotion** - Grove Mercantile, Bella Donna, Serendipity, Ranch Revived, Yosemite Adventure Supplies, Plant Based CBD, and Trail Less Traveled participated; BT reports good sales for Mother's Day weekend. Repetitive Shop Buy Eat Local campaign.
- **Memorial Day downtown decoration** - help to decorate needed; Tenaya teacher unable to provide student flags due to illness; Wants to get bunting,etc. \$200 ask for decor to supplement flags I have leftover from Sagen Tour.
 - **Motion to approve \$200 expenditure for Programs & Events patriotic decorations: PE. Second: BD. Aye: 5. The motion passes.**
- **Rock Star awards** - Two PML Maintenance crew members for March and April; Christine from Pizza Factory for May. Kimberly to issue an invoice to PMLA for \$120 (two winners.)
- **Groveland Pop Up Market** - April date postponed due to rain; May 28 new date; 19 spaces sold; total \$485; minor cost (chalk, streamers); request to change name to MotherLode Pop Up Market and hold one monthly through November; co chair is Nancy Mora. Program logo options developed by CW.
- **Motion to approve monthly pop-up market through November: PE Second: BT**

- **Discussion:** SH - Liability insurance riders for 49er Festival, Pop Up markets. Action: PE to get liability insurance rider quote. BD will check to see who Rotary uses.
- **Aye: BD, PE, BT, VRM, SH. Motion passes contingent on securing proper liability insurance coverage.**
- **Groveland Monument Banner space** - sold to Yosemite National Park for \$125 per week for 17 weeks; \$2,125 total; they are providing and shipping banner. Starting June 1 for 17 weeks. Cha-Ching.
- **Downtown Banner** - Tomas Hernandez indicates his 'connection' is a no go; Pat Leahy to look into solution.

Betsy: Looking forward to working with the board. Maybe we're behind Jamestown, but they were experiencing so many of these same issues there. Jamestown now has pop-up markets, etc. All is going to be great for the entire community. Glad to be with us. Hope to help. Here to do it.

Business not discussed in April Admin BOD meeting:

Paid advertising in the Weekly - PE defer til another date. Look to fiscal year 2022-23 to roll this out. Walk before we run.

Photo note cards for Chamber fundraiser - see how the packets sell. Lunar eclipse Blood moon photographer sent us digital original and gave us permission to use it.

Meeting adjourned at 7:15 pm.

Next Meetings:

Tuesday, June 7

Drafted for review and approval by S. Horn 7/13/22

Approved and recorded by S. Horn 7/15/22