



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting August 12th, 2016

Present: Peter Hans, Rosemarie White, Peter MacLaren, Amy Todisco, Roger Nishi, June Anderson, Jim Tabor. Robin Herbick, part time.
Absent: Ted Fisher, Lisa Loomis, Jack Sharry, Lori Klein

The meeting was called to order by the Chair Peter Hans at 11:05 a.m.

A quorum of 7 Directors present at the start of the meeting was declared by the Chair.

Minutes of July 22nd meeting:

1. Moved by Peter M that minutes be accepted as circulated, seconded by June. Carried.
2. Some discussion took place that there is concern about the uncertainty of whether funding for marketing may be available as result of the implementation of the CEDC recommendations by the MRVPD, and if so on what terms.

Treasurer's Report:

1. The report had been circulated to the Board.
2. Some issues have been noted regarding comparables from the current year to the prior year, and the proposed budget for next year. The Treasurer and Robin are working to address these concerns to the extent possible, and will then issue an update. **Action: Rosemarie**
3. Accounts Receivables continue to trend down. Some receivables have had to be written off. Some tardy payments may still be the result of oversights by the businesses owing dues and follow-ups were agreed to be taken by Board members. **Action: Amy, June, Roger & Peter M.**

Hiring Committee update:

1. After 13 interviews the hiring committee has a short list of two possibles, plus an additional candidate to be interviewed the afternoon of the Board Meeting.
2. Jim moved, June seconded that we move into Executive Session to discuss the current recommendations. Carried. Executive Session started at 11:34 a.m.
3. Rosemarie moved, Roger seconded that we leave Executive Session. Carried. Executive Session closed at 11:45 a.m.
4. Agreed that Hiring Committee will make their recommendations following the interview today, and the Board will make a final decision by email ballot as soon as possible, as it is important to announce the new ED at the Annual Meeting. **Action: Hiring Committee**

Marketing Committee update:

1. Jim & Amy attended the VACCE meeting, and gleaned insights on some potentially useful resources.
2. Jim met with Candice White, the Communications VP at Sugarbush, and reached agreement to explore working more closely with Sugarbush for marketing, including Tradeshows, email lists and fam visits, etc.
3. General discussion that we should make every effort to further leverage our FaceBook page, by encouraging members to send us material to post, to tag @MadRiverValley in their own posts, and for the Marketing Team to come up with plan to share more of the relevant visitor posts onto our timeline. **Action: Marketing Committee**

4. Peter M reported that the migration of the website to WordPress is going really well. Peter H & Peter M agreed with Jackson Whelan's recommendation to delay the cut over for a few days till next Thursday so that some remaining details can be cleaned up before launch. It is important for everyone to note and set expectations that the INTENT is that the site will initially look and work more or less identically to today. However we will now have much more flexibility to make rapid and inexpensive improvements and updates. A full report of the details has been emailed to the Board. All of our domains and hosting etc. will now be under the full control of the Chamber, with Jackson acting as our webmaster.
5. Suggestion was made that one early change should be to update the home page to have a link to enquire about becoming a Chamber member and a link to the associated benefits page. Both are well hidden today. **Action: Peter M.**

Following this report Rosemarie and Jim left the meeting at about 12:00 p.m. A quorum of 5 directors continued.

Chair Succession:

1. Moved by Peter M and seconded by Peter H that Amy Todisco be nominated at the Annual Meeting as our incoming Chair.
2. Amy indicated that she would be willing to accept the nomination for an initial period of one year, and she asked that:
 - a. The Board ensure alignment both at Board meetings and externally on our vision and direction for the Chamber
 - b. That the Board participates in a development workshop to help us collaborate work more effectively. Amy has made tentative arrangements with Janice Cooper to facilitate this workshop.
3. The Board members present fully supported Amy's recommendations.
4. Motion passed to nominate Amy as our Chair elect.

New Board Nominations:

1. Subsequent to the last meeting Julie Burns has expressed a preference to support and contribute to the chamber in ways other than being a Board Member.
2. Amy proposed that Helen Ward be considered as our alternative nominee. There was agreement for Amy to speak to Helen and advise the Board ASAP so her nomination can be approved and put on the slate for the Annual Meeting. **Action: Amy**

Agenda for Annual Meeting:

1. To assist with the preparation of the annual meeting, Peter M agreed to find and circulate the draft work plan that was prepared for last year's meeting. **Action Peter M.**
2. Peter M, Amy & June will update the work plan over the weekend as the Bylaws require it to be published on the website by 30 days before the Annual Meeting, i.e. by August 15th. **Action: Peter M, Amy & June**
3. Agreed that the MCs for the Annual should be the outgoing and incoming Chairs, Peter H and Amy.

New Business:

1. Noted that there may be a problem with the coordination of Country Christmas. In prior years it has been organized by the Chamber ED, however Valley Arts had agreed to run it for 2016, but may now be reconsidering. It is noted that most of the activities take place on Bridge Street and many of the businesses there are not Chamber members. No action needed at this point, as the ball is with Valley Arts.

Adjournment:

1. Moved by Roger, seconded by Peter M. Carried. Meeting adjourned at approximately 12:30 p.m.

Next Meetings:

1. The next Board meeting will be on Friday September 9th at 11 a.m. at the General Wait House.
2. The Annual Meeting is on September 15th at 5:30 p.m. at Mad River Glen.

Minutes submitted by Peter MacLaren, Secretary

Action Item Summary:**Prior actions still open:**

1. Add info on Asset Groups to website: Peter M to investigate. Not possible until website transition is completed. **Open Item – Action Peter**
2. Member Brainstorming Socials. Amy will assist. An action item for the now new ED to prime. **Open Item**
3. Volunteers for visitor center to assist with being at the desk. **Action: Rosemarie**
4. Stowe Auto Show. **Action: Rosemarie**
5. Support to Robin for ongoing Newsletters. Ongoing. **Action: Jim**
6. Vermont Weddings.com follow up. Finalized that all Chamber members will receive a 20% discount. Website page of member benefits has been updated to reflect this agreement. **Closed.**

New action items:

1. Update financial report to improve comparability. **Action: Rosemarie**
2. Follow up outstanding Member dues as noted: **Action: Amy, June, Roger, Peter M**
3. Recommendations from ED Hiring Committee by 15th August: **Action: Hiring Committee**
4. Leverage member input on Facebook Page: **Action: Marketing Committee**
5. “Become a Chamber member” link on website home page, after update. **Action: Peter M**
6. Approach Helen Ward about being nominated for Board, and report back for Board decision by email. **Action: Amy**
7. Circulate prior Work Plan documents to Amy and June: **Action Peter M**
8. Prepare preliminary 2016-17 work plan for posting to website by August 15th. **Action Amy, June and Peter M**