



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting October 14th, 2016

Present: Amy Todisco, Rosemarie White, Peter MacLaren, Roger Nishi, June Anderson, Lori Klein, Brad Long, Jack Sharry (by phone). Also ED Jasmine Bigelow.
Absent: Ted Fisher, Jim Tabor

The meeting was called to order by the Chair Amy Todisco at 11:08 a.m.

A quorum of 8 Directors present at the start of the meeting was declared by the Chair.

Expressions of Concern

1. The Board took a few minutes to express their concerns and sympathies for the five families bereaved by the recent horrific car accident on I-89.

Minutes of prior meetings:

1. Moved by Peter M that the minutes of the August 12th, August 19th, August 30th, September 15th, and September 29th Board meetings be accepted as circulated, seconded by Rosemarie. Carried. The minutes are posted on our website.

Action Item updates:

1. Add info on Asset Groups to website: After discussion agreed to defer adding this information as the role of the Groups continues to evolve. **Closed**
2. Member Brainstorming Socials. Jasmine will address this service to members as the needs arise. **Closed**
3. Stowe Auto Show. Jasmine will follow up to address the current possibilities. **Action: Jasmine**
4. Leverage member input on Facebook Page. Jasmine will address the overall social media strategy with the Marketing Committee. Brad also agreed to join the Marketing Committee and will provide his perspective. **Action: Jasmine, Brad, Marketing Committee.**
5. Possible alternative location for the Chamber office & Visitor Center. Jasmine reflected that while there are challenges with our current location there are also many positives from the synergy with the other organizations based here. She plans a meeting with the other leaders to assess the situation and make recommendations. **Action: Jasmine**
6. Visitor Center operation. Progress has been made here with volunteers being organized, along with assistance from Rotary during Foliage. Also Jasmine plans to review the overall Visitor Center experience and propose changes to make it more effective and more focused on the services our members provide for visitors. **Action: Jasmine**
7. Sign papers at NSB: Done or will be today. **Closed.**

ED Comments:

1. Jasmine reflected that after the first three weeks as our new ED she is very positive about the future, and she is looking forward to her role and being part of the Mad River Valley Community.
2. Jasmine also noted with regret that our Office Manager Robin Herbick had resigned. She has received 2 weeks pay in lieu of notice. The Board noted their appreciation for Robin's work to keep everything on track during the various transitions of the last year.

Work Plans:

1. Jasmine distributed her draft work plan and reviewed priorities for the next 30 days:
 - a. Staffing the office and getting up to speed with current programs
 - b. Addressing the office environment
 - c. Beginning outreach to members and local stakeholders
 - d. Beginning long term planning
2. Roger noted that the WCVT dumpster can be used to help with disposal of unneeded items. Various Board members offered to help with tidying, painting etc. when requested.
3. The Board unanimously endorsed the approach and priorities laid out by Jasmine and look forward to progress!

Financial Report:

1. The treasurer Rosemarie noted that our past Treasurer Michele Eid has graciously offered to help get the books up to date in early November.

Marketing Committee:

1. We urgently need to finalize copy for the Chamber page in the 4 Seasons' guide. The deadline has passed but our Board member and Guide editor June has offered flexibility! An idea might be to have a welcome to the Mad River Valley under the byline of our new ED. **Action: Jasmine and June to finalize ASAP.**
2. As noted above, Brad Long has agreed to join the Marketing Committee.

New Business:

1. The Board collectively expressed their appreciation for the organized approach reflected in the plans presented by our new ED Jasmine.

Adjournment:

1. Moved by Roger, seconded by Amy. Carried. Meeting adjourned at approximately 12:42 p.m.

Next Meetings:

1. The next Board meeting will be on Friday November 11th at 11 a.m. at the General Wait House.

Minutes submitted by Peter MacLaren, Secretary

Action Item Summary:

1. Stowe Auto Show. **Action: Jasmine**
2. Facebook: **Action: Jasmine, Brad, Marketing Committee.**
3. Chamber office review: **Action: Jasmine**
4. Visitor Center operation. **Action: Jasmine**
5. Chamber page in 4 Seasons' Guide: **Action: Jasmine & June**