



**Mad River Valley Chamber of Commerce
Minutes of Board Meeting
July 14th, 2017**

Present: Amy Todisco, Rosemarie White, Peter MacLaren, Lori Klein, Brad Long. Also ED Jasmine Bigelow. Ted Fisher, Jack Sharry and Jim Tabor joined during the meeting.

Apologies: June Anderson, Roger Nishi.

The Board meeting was called to order by the Chair Amy Todisco at 11:05 a.m. with a welcome to the new Chamber Offices and Visitor Center.

A quorum of 5 Directors present at the start of the meeting was declared by the Chair.

Minutes of prior meetings:

1. Moved by Peter that the minutes of the June 9th Board meeting be accepted as circulated, seconded by Lori. Carried. The minutes are posted on our website.

Action Item updates:

1. Kiosks: We have operating Kiosks at the Wait House and the Warren Store, plus 2 in the new visitor center. 1 unit is under repair. Jasmine has received requests from business wishing to buy iPads on their own and stands from us and have the kiosks in their location. Some details need to be resolved, including how to fix some of the glitches in the current s/w, how to load the s/w onto new iPads, and what's involved in sourcing more stands. **Action: Roger on the technical details and Jasmine on the stands.** It was agreed that if we proceed we need to set the expectation that any support will be provided by bringing the iPads to the Chamber office, i.e. we will not do house calls!
 2. Banner Protocol: Draft has been completed and will be finalized shortly. Item closed.
 3. Top Gas Maintenance: The Town of Warren has agreed to our continued use of the area round the cabin for Travel information and have agreed to maintain the grass. We will take shared responsibility for picking up any garbage. Item closed.
 4. Monthly Coffee Mornings: The June coffee with a guest speaker was a big success, and Jasmine plans to continue with this approach, while including time for a round table. All members are asked to forward ideas for speakers. **Action: All**
 5. Central Vermont Chamber recruiting. Issue appears to have gone away. Item closed.
 6. Task teams: Ramp up is in progress and will continue. Membership and Website Task Teams have held one or more meetings. Item open for continued progress reports. **Action: Jasmine.**
 7. Website redesign. As noted a meeting of the task team took place to discuss. Options are to proceed incrementally or plan for an overall change. Jackson Whelan is available and willing to make further updates to the current site. Preliminary plan is to make much-needed immediate fixes, while looking into the best way of evolving or redesigning site. Jasmine is working on a RFP to lay out our requirements. Agreed that part of the ongoing plan needs to be training of members to update and evolve their own content, which comprises a large percentage of the overall site content. **Action: Website Task Team.**
 8. Move plans and work day(s). The move was completed successfully. Item closed.
 9. Dashboard: Jasmine is continuing to work on the new approach of communicating more insights through an article in the VR rather than just raw stats. Report for June was delayed by the move. Item closed.
- Open items are listed at end of the minutes. Other items were dealt with during the meeting.

Financial Report:

1. End of 2016 closing has now been finalized. Karen will be starting as of the day of the Board meeting to get the 2017 YTD financials updated.
2. As soon as Karen has completed her updated the treasurer will issue up to date financial reports. **Action: Rosemarie.**
3. The treasurer reported that while the detailed financials are still pending, our cash position remains strong.

Membership Update:

1. Mad River Taste, which opened in July, has joined the Chamber.
2. Board Members are encouraged to recruit new members and handle the paper work as much as possible, and refer any questions to Jasmine. **Action: All**

Board Terms & Governance:

1. Amy has prepared and circulated a draft of general responsibility for all Board members. All members are asked to review and provided comments (if any) to Amy. The updated document will be presented to all Board members for their signature at the next Board meeting. **Action: All**
2. The part for the responsibilities covering the Executive Committee will follow by email. **Action: Amy**

New Office and Visitor Center:

1. Jasmine provided a quick tour of the new premises.
2. The main focus of the main space is to be the Visitor experience.
3. Still some beautification steps to be done.
4. Brad volunteered to help with the Gardens. **Action: Brad**
5. Mac for the visitor space needs updated. **Action: Peter (done!)**
6. Bathrooms need spruced up, perhaps using samples from the Artisan Gallery to encourage visitors to visit there. Lori agreed to take this on. **Action: Lori**
7. Noted that access to the bathrooms is via a "P" key that we will provide to visitors on request.
8. Need a volunteer to paint front steps. **Action: Volunteer please!**
9. Volunteer program to help visitors is off to a good start with two on board, one of which is putting in a lot of time. More needed! Rosemarie and Amy offered to provide suggestions. **Action: Rosemarie and Amy**
10. Plan is to be open Wednesday to Friday from 9AM to 5PM and Saturday and Sunday from 10AM to 7PM.
11. Grand Opening will take place on a date TBD, to be before the Annual Meeting, when Jasmine feels we are ready! **Action: Jasmine.**
12. Signage. Creative done and plans have been approved with Waitsfield zoning as being consistent with approvals in place. For the entrance to the parking area we will have a temporary sign added to the existing structure, with work to be continued on a longer term overall redesign in conjunction with the other businesses. There will be sandwich board signs when the center is open. A possibility is lighting for signage. Brad will investigate. **Action: Brad**
13. Close to final collaborative plan has been completed for the logo treatment to be shared with other Valley organizations. **Action: Jasmine**
14. Wait House. There will be a sign outside the Wait House redirecting visitors to our new location put in place by later on the day of the Board meeting. Jack and Amy agreed to help. **Action Jack & Amy (done!)**
15. It was suggested we need a mailbox outside the new location for members or others to drop off items when we are closed.
16. The Board reaffirmed that it had already passed a motion to allocate from CSP reserves (by means of a future motion) additional funds for marketing programs as recommended by the ED and this intent should also include the funds needed to finalize the Visitor Center, to include work on plumbing, doors, signage etc. The ED will bring a proposal to the Board as needed. **Action: Jasmine**
17. There is a need for (preferably free) storage as there is very limited space to store items in the new premises. Ideas please! **Action: All**

Office Manager:

1. Stephanie's last day was the prior Friday. There will be a formal farewell at the next mixer.
2. A job description has been prepared and advertised, but no applicants yet. (*Update – several people have now applied and interviews are in progress.*)
3. Following discussion the Board proposed that the actual hours and hourly rate be determined “commensurate with experience” and after reviewing our current financial position.
4. Also agreed that a more appropriate title is “Office Coordinator”.

Annual Meeting:

1. The ED reviewed the tentative plan to make the meeting a gala evening - “the event of the year” - including dinner.
2. To be held at Lareau Farm, tentatively on Wednesday September 6th (date still to be finalized). (*Note – now firmed up as Thursday September 7th.*)
3. Tickets will be sold ahead of time by the Chamber and include a small mark-up to cover Chamber overhead as well as the cost of dinner provided by Lareau Farm.
4. Start will be at 4PM, kicked off by an exciting presentation of where we are going with the Chamber. Then presentations on key areas including Finance and Membership, and election of Board and officers.
5. There will then be a cash bar, with one drink included with the dinner ticket. Then dinner.
6. During dessert we will have a special speaker, still to be finalized.
7. Then finish up with thank you's to business people who have made a difference in the last year, and possibly awards. Rosemarie and Roger have ideas and they will discuss with Jasmine. **Action: Rosemarie and Roger.**
8. The plan is a variation on a silent auction, more like a raffle, where tickets are sold at a fixed price and can be dropped into a jar for the item or items the person is interested in. At the end of the evening one ticket will be drawn from each jar for the winner of that item.
9. Moved by Peter that Jasmine be delegated to make all the final decisions on the arrangements for the meeting. Seconded Amy. Carried unanimously. **Action: Jasmine**
10. The emailing to members of the “warning” of the Annual Meeting has to be done at least 30 days before the Annual Meeting, and this is before our next Board Meeting. Agreed that the Executive Committee would meet to finalize the mailing details. **Action: Executive Committee**

Adjournment:

1. Moved by Lori, seconded by Roger. Carried. Meeting adjourned at approximately 1:00 p.m.

Next Meeting:

1. The next Board meeting will be held on Friday August 11th at 11 a.m. currently planned to be in our new office, although may be at a different location.

Minutes submitted by Peter MacLaren, Secretary

Held over Action Items:

1. Continue dialog with LCRCC Chamber. Remains open. **Action: Jasmine**
2. Member newsletters, Board bios. Remains open. **Action: Jasmine**
3. Invite a friend to ED Coffee mornings. Remains open. **Action: Board Members**
4. Exchange ideas with Karen Nevin. Remains open. **Action: Jasmine**
5. Personal Interaction with members. **Action: ALL**
6. Valley Vitality Fund: **Deferred**
7. Research other organizations' approach to naming. **Action: Jasmine**
8. Email ED with name suggestions. **Action: All**
9. Arrange meeting of invited members to discuss naming. **Action: Jasmine**

New Action Items:

10. Kiosks next steps: **Action: Roger & Jasmine**
11. Suggested speakers for Coffee Mornings. **Action: All**
12. Continued progress on Task Teams. **Action: Jasmine**

13. Website redesign planning. **Action: Website Task Team**
14. Financial report ASAP. **Action: Rosemarie**
15. Continued recruitment of members. **Action: All**
16. Review draft general responsibility for all Board members and provided comments by email to Amy.
Action: All
17. Circulate draft of Executive Committee responsibilities. **Action: Amy**
18. Help with the Gardens. **Action: Brad**
19. Spruce up bathrooms. **Action: Lori**
20. Paint front steps. **Action: Volunteer please!**
21. Volunteer Program expansion for greeting visitors. **Action: Rosemarie and Amy**
22. Plan Grand Opening. **Action: Jasmine**
23. Lighting of signage. **Action: Brad**
24. Finalize coordinated logo treatment. **Action: Jasmine**
25. Proposal to the Board for additional expenditures needed to complete Visitor Center and office. **Action: Jasmine**
26. Ideas for free storage. **Action: All**
27. Ideas for Annual Meeting Awards and Recognition. **Action: Rosemarie & Roger**
28. Make final decisions and arrangements for Annual Meeting. **Action: Jasmine**
29. Finalize required mailing for Annual Meeting. **Action: Executive Committee**