



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting September 7th, 2017

Present: Amy Todisco, Rosemarie White, Peter MacLaren, Lori Klein, June Anderson, Jack Sharry, Roger Nishi. Also ED Jasmine Bigelow.

Absent: Brad Long, Ted Fisher, Jim Tabor

The Board meeting was called to order by the Chair Amy Todisco at 3:12 p.m. in the Big Red Barn at Lareau Farm.

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

This meeting had an abbreviated agenda primarily to finalize items for the subsequent Annual Meeting at 4PM the same day. Most prior action items were carried over to the next meeting, as noted at the end of the minutes.

Minutes of prior meetings:

1. Moved by Peter that the minutes of the August 11th Board meeting be accepted as circulated, seconded by June. Carried. The minutes are posted on our website.

Financial Report:

1. The year-end P&L, Balance Sheet and Financial Report had been circulated to all Board members prior to the meeting.
2. The Treasurer reported that financial processes are now in good shape, and ready to allow for normal monthly reports for the future.
3. The A/R has been reduced dramatically, and most of the remaining outstanding amount, primarily from one member, is expected to be collectible.
4. Karen will supervise the bookkeeping ongoing. Hall & Holden will continue to handle the annual tax returns.
5. Moved by Rosemarie that the financial report for the 2016-17 fiscal year be accepted as circulated. Seconded by Jack. Carried unanimously.
6. Board members thanked Rosemarie for all her work, assisted by Jasmine, in getting the financial reports completed and organized for the future.

Other updates:

1. An information sheet on restaurants and retail is being prepared by June for distribution to visiting sports teams, in response to a request.
2. Following a phone meeting among Brad, Peter and our website manager Jackson Whelan, some high impact/quick fixes are in progress on our website, primarily to improve the home page, key landing pages, and the presentation on a phone. These should be completed shortly.
3. The protocol for banners on the poles beside the TD Bank has been finalized. Free for Chamber members and non-members will be charged \$35 per week.

Vote of appreciation for retiring Board Member Rosemarie White:

1. Moved by Roger that the Board recognize the extensive contribution by Rosemarie over her many terms on the Board, and to wish her well on her "retirement". Seconded by Jack. Carried unanimously.

Adjournment:

1. Moved by Rosemarie seconded by Jack. Carried. Meeting adjourned at approximately 3:40 p.m.

Next Meeting:

1. The next meeting will be on Friday October 13th at 11:00 a.m. at a location to be confirmed.

Minutes submitted by Peter MacLaren, Secretary

Held over Action Items:

1. Continue dialog with LCRCC Chamber. Remains open. **Action: Jasmine**
2. Invite a friend to ED Coffee mornings. Remains open. **Action: Board Members**
3. Exchange ideas with Karen Nevin. Remains open. **Action: Jasmine**
4. Personal Interaction with members. **Action: ALL**
5. Valley Vitality Fund: **Deferred**
6. Research other organizations' approach to naming. **Action: Jasmine**
7. Email ED with name suggestions. **Action: All**
8. Arrange meeting of invited members to discuss naming. **Action: Jasmine**
9. Kiosks next steps: **Action: Jasmine**
10. Suggested speakers for Coffee Mornings. **Action: All**
11. Encouraging new members to join. **Action: All**
12. Membership benefits packet. **Action: Membership Task Team**
13. New Dues approach. **Membership Task Team**
14. MRV-ME incentives. **Action: Jasmine**
15. Expanded Value Proposition for members: **Action: Jasmine & Amy**
16. Website, Event and FB training workshops. **Action: Jasmine**
17. Membership package/talking points. **Action: Jack with Membership Task Team**
18. Ideas for improving the value proposition. **Action: All**
19. Continue work on signage. **Action: Jasmine**
20. Branding for the Valley. **Action: Jasmine**
21. Current website improvements. **Action: Website Task Team**
22. Website RFP. **Action: Jasmine**
23. Articles for VR etc. before and after Annual Meeting. **Action: Jack**
24. 2017-18 work plan. **Action: Jasmine**
25. Use of Taste Place Board Room for our Board meetings. **Action: Jasmine**