



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting March 20th, 2017 Held at 1824 House

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

A Board meeting focused primarily on a review of the draft Strategic Plan.

The Board meeting was called to order by the Chair Amy Todisco at 12:02 p.m.

A quorum of all 10 Directors present at the start of the meeting was declared by the Chair.

Minutes of February 10th meeting:

1. Moved by Peter that the final minutes of the February 10th Board meeting be accepted as circulated, seconded by Amy. Carried. The minutes are posted on our website.

Action Item updates:

1. Stowe Auto Show: Looks like the immediate plan is for the show to move to Waterbury, but there may be possibilities in the future. **Closed** for now.
2. Lake Champlain reciprocal benefits. Jasmine talked with her counterpart Marla. Turns out that this relationship has lapsed. However Marla is enthusiastic about reopening discussions on an appropriate relationship, such as access to some programs at their members' rate. Noted for interest that they do have a CSP type program. Jasmine will keep the dialog open. **Action: Jasmine.**
3. MRV Dashboard. Amy and Jasmine followed up with the Planning District. Agreed that IBM Watson was not the way ahead at the moment. While this is a project we may wish to take over in future no commitment has been made and we do not have the resources at present. It is understood that the PD will continue with it for now. A possible resource for data collection in future is Dessimetrix, now owned by Inntopia. Jasmine will keep on top of this topic, but on hold for now. **Action: Jasmine**
4. Other action items deferred to the next meeting

Financial Update:

1. Rosemarie distributed and reviewed an update of the P&L, while the balance sheet is not yet ready. She commented that while progress had been made on the financial statements, there is still work to be done. The overall P&L is very close but some corrections on what is charged to each category are still required.
2. Rosemarie and Jasmine are looking into our options for getting outside help for bookkeeping and accounting. It seems possible that an external service may be both more effective and less costly than our current arrangements. **Action: Rosemarie and Jasmine**
3. There are still a number of significant member dues receivables over 90 days as well as more over 60 days. While most are expected to be collectable, the ED and Board all expressed concern that in particular the over 90 days dues are not resolved. A final phone call requesting payment will be made shortly to each associated member, and if not resolved the members will be (hopefully temporarily) suspended from the website and other Chamber privileges. **Action: Jasmine**
4. Expenses are in general down from the prior year as many expenses are on hold pending decisions on the Strategic and associated Operating Plan. Overall the bottom line is similar to this time last year.
5. No new members in the last month but several outreach efforts are under way.

Strategic Plan review:

1. A copy had previously been distributed to each Board member.
2. Jasmine thanked in particular Board Chair Amy, and Director Jack, for their collaboration. Also, recognition to member Kevin Begin for his guidance.
3. Feedback from a discussion with Win Smith and from several focus groups has been incorporated.
4. The recommended Strategic Platform for the Chamber is:
 - Destination Marketing: Strategy—Create and execute an integrated, year-round marketing plan, to: increase visibility of the Mad River Valley in the destination marketplace; attract new visitors; and keep repeat visitors engaged.
 - Brand Equity: Strategy—Be the champions of the Mad River Valley brand, to: develop and foster a recognizable brand image for the Mad River Valley; proliferate and manage its use by Valley businesses, towns, and organizations.
 - Unity: Strategy—Create an engaged community culture of aligned goals, shared responsibility, and unified efforts among organizations, to: demonstrate and inspire a Mad River Valley ethos of optimism and enthusiasm.
5. Jasmine went through the associated details in the plan to address those items.
6. The Board enthusiastically supported the Strategic Plan, the associated 18-month Operating Plan, and the measurable objectives.
7. Moved by Peter that: the Board fully endorses the Strategic and Operating Plan direction, and expresses our thanks to our ED Jasmine and her collaborators for pulling it together. Seconded Lori. Carried unanimously.
8. It was noted that at the detailed level the key will be our capacity to execute all elements of the plan. The discussion will be continued at the next Board meeting. **Action: Next Board Meeting**

Adjournment:

1. Moved by Amy, seconded by Peter. Carried. Meeting adjourned at approximately 4:05 p.m.
2. The Chair expressed our thanks to our hosts from the 1824 House for providing the venue and lunch for the meeting.

Next Meetings:

1. The next Board meeting will be on Friday April 14th at 11 a.m. at the General Wait House
2. Please note that the May Board meeting date has been CHANGED to Friday May 19th.

Minutes submitted by Peter MacLaren, Secretary

Action Item Summary:

1. Continue dialog with LCRCC Chamber. **Action: Jasmine**
2. Open item on possible future role for MRV Dashboard. **Action Jasmine**
3. Bookkeeping and accounting arrangements. **Action: Rosemarie and Jasmine**
4. Dues receivables follow up action. **Action: Jasmine**
5. Next Steps on Strategic and Operating Plan. **Action: April Board Meeting**

Held over Action Items:

6. Kiosks. **Action: Roger**
7. Banner Protocol. **Open**
8. Top Gas area maintenance. **Open**
9. Website review next steps. **Action: Jasmine**
10. Strategic Plan communications coordination. **Action: Jasmine**
11. Member newsletters, Board bios. **Action: Jasmine**
12. Invite a friend to ED Coffee mornings. **Action: Board Members**
13. Exchange ideas with Karen Nevin. **Action: Jasmine**
14. Follow up with Central Vermont Chamber regarding their recruiting in the MRV. **Action: Jasmine.**
15. Follow up on volunteer and sponsorship help for GMSR. **Action: Rosemarie and June**