



# MAD RIVER VALLEY VERMONT

## Mad River Valley Chamber of Commerce Minutes of Special Board Meeting June 2nd, 2017

Present: Amy Todisco, Peter MacLaren, Brad Long, Roger Nishi, Jack Sharry (by phone).

Apologies: Rosemarie White, Lori Klein, Ted Fisher, Jim Tabor, June Anderson

The Board meeting was called to order by the Chair Amy Todisco at 3:45 p.m.

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

### Executive Session:

1. Moved by Amy that the meeting move into Executive Session. Seconded Peter. Carried. The meeting convened in Executive Session at 3:46 p.m.
2. Moved by Roger that the meeting leave Executive Session. Seconded Amy. The meeting resumed in open session at 4:30 p.m.

### Motion regarding next steps for implementing the Strategic Plan:

1. After a fruitful and wide ranging discussion during the Executive Session, moved by Amy that:
  - a. The Chamber move on an expeditious basis to implement the approved Strategic Plan.
  - b. Noting that cost savings have been and are being achieved, and spending YTD has been below budget, use available funds to increase the ED's hours immediately to 4 days per week by increasing her salary pro-rata. Set the 2017-18 budget accordingly.
  - c. Ask the ED to lay out implementation plans with quarter-by-quarter measurable goals through to the end of the 2017-18 fiscal year (August 31st 2018). The Board to review the accomplishment of these goals each quarter end.
  - d. Allocate from CSP reserves (by means of a future motion) additional funds for marketing programs as recommended by the ED for the implementation plan to allow for faster progress.
  - e. Ask the ED to review the plans and the budget with Eric Friedman as a "sounding board" given his offer to provide informal support and his prior role running the marketing programs.
  - f. Ask the ED, with support from the Board, to prepare a detailed presentation of the Strategic Plan, progress to date, and quarterly plans ongoing, at the Annual Meeting in September.
  - g. Plan for a full dry run of this presentation at least a week prior to the Annual Meeting.
  - h. Through outreach efforts make every effort to maximize attendance at this year's Annual Meeting.
  - i. As part of the 2017-18 budget plan, build a newly named "Reserve Fund" with funds from the 2017-18 budget to replace the CSP reserves approved for marketing, and move the remaining CSP funds into this new "Reserve Fund".
  - j. That the overall Board provide full support to these efforts by their work on Task Teams and other assignments as directed by the ED.Seconded by Jack. Carried unanimously.

### Adjournment:

1. Moved by Amy, seconded by Roger. Carried. Meeting adjourned at approximately 4:40 p.m.

### Next Meeting:

1. The next Board meeting will be held on the regular schedule on Friday June 9<sup>th</sup> at 11 a.m.

Minutes submitted by Peter MacLaren, Secretary