



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting January 12th, 2018

Present: Amy Todisco, Peter MacLaren, Roger Nishi, June Anderson, Jack Sharry (by phone)
Also ED Jasmine Bigelow, Membership Coordinator Ginger Berkelhamer

Apologies: Roger Nishi, Brad Long. Not present: Ted Fisher, Jim Tabor

The Board meeting was called to order by the Chair Amy Todisco at 11:07 a.m. in the Board Room at The Mad River Taste Place. Amy expressed our thanks to the Taste Place for once again hosting our Board meeting.

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

Minutes of prior meetings:

1. Moved by Amy that the minutes of the December 8th Board meeting be accepted as circulated, seconded by June. Carried. The minutes are posted on our website.

Action Items *(those not addressed here were dealt with during the agenda)*

1. Continue dialog with LCRCC Chamber. **Agreed to defer this item.**
2. Exchange ideas with Karen Nevin. **Agreed to defer this item.**
3. Valley Vitality Fund: **Deferred**
4. Next steps with membership and naming will all be dealt with at and following our engagement with Kyle Sexton, specifically:
 - a. Communications plan associated with tiered membership. Action: **Jack & Jasmine**
 - b. Member benefits package suitable for recruiting new members. **Action: Jasmine.** Noted that the current package has been laid out to be more readable, and Ginger will email a copy to each Board member. **Action: Ginger**
 - c. Plan new name for Chamber. **All Board members at future meeting**
5. Target list of potential members. Ginger prepared and presented a list of potential new members and will be following up. **Closed**
6. Work with SB and MRG on replacement for Ski the Valley for next season. Still to be addressed. **Action: Jasmine**
7. Deliver Kiosk to Warren Lodge. **Completed.**
8. Arrange for example unit of new kiosk to be delivered to Visitor Center. Still to be addressed. **Action: Jasmine.** Jasmine reported that a printer has been found by Ginger for the new Kiosk surround graphic. Now that we have all the pieces in place, we will advise members that Kiosks are available for their place of business at the price of \$500 each. **Action: Jasmine.**
9. Resolve Wait House sign. **Completed.** Note that one of our volunteers is going in twice per month to ensure the brochures are all in order.
10. Move forward with coordination on Parking Area sign. The challenge here is although a design has been approved by the Town of Waitsfield zoning dept., coordinating with the other business owners is required to agree on the plan and sharing the cost. A volunteer from the Board is needed to drive it: **Action: All members to consider.**
11. Resolve one large outstanding receivable from prior year, by calendar year end. To be resolved one way or another the week following the Board meeting. **Action: Jasmine & Roger**
12. MyView for January, discussing leadership and progress. After discussion between Jack and Jasmine, agreed that the right timing is to discuss the outcome of our plans following our work with Kyle. **Closed.**

Financial Report:

1. Report will be sent to the Board following the meeting. Slight delay due to extra work of bringing payroll in-house as of beginning of the year. **Action: Jasmine**
2. Karen, Roger and Jasmine are meeting this coming Tuesday to work on finalizing re-classifications etc. to allow financial report to track to budget on a month by month basis.
3. Receivables. Ginger presented the process she will be using to follow up receivables, with email reminders, a phone call at 60 days, and a letter at 90 days after invoice indicating that membership privileges have been suspended. Note that this time frame is consistent with the Bylaws which state that membership privileges will be suspended if payments are not received within 60 days of being due, as the due date is 30 days after invoice.
4. Following the discussion of the receivables process, moved by Peter, seconded by Lori, that Ginger's proposal be accepted. **Carried.**
5. Noting that much of the follow up is for members who are paying quarterly or monthly, moved by Peter, seconded by Lori that starting with the next fiscal year the only payment plan other than paying up front will be quarterly, and that any member who opts to pay quarterly must provide a credit card to be charged to on each due date, or provide post-dated checks. Carried. However the Board decided to suspend the decision and revisit the details following the work on the new dues structure with Kyle, to ensure process alignment. **Action: To be reviewed later.**

Time Management:

1. Jasmine reported that she feels she and Ginger are making great progress with the process for running the Chamber.
2. To further improve efficiency, Jasmine recommends that we use the ASANA process to track projects & tasks, as this process will facilitate real-time visibility among team members. Notes and actions can be added at any time.
3. ASANA also provides for an "Ideas Vault" where ideas for later consideration can be recorded. Jasmine will curate these for consistency and consolidate as appropriate, and we can review them annually for possible implementation.
4. Agreed to proceed with this approach. Ginger and Jasmine will set it up. **Action: Ginger & Jasmine**

Marketing Plan:

1. Jasmine presented a detailed Marketing Plan. She will email a copy to all Board members. **Action: Jasmine**
2. While the high level work on the Brand and logo etc. has been completed, the next step that is now being address is the detailed style sheets for signage, the website, letters, emails etc.
3. To address marketing outreach, we need to develop our assessment of visitor demographics to help with effective tracking. Suggested that Sugarbush and Mad River Glen could help with input.
4. We also need to track related information on Visitor Center visitors. To be addressed with our volunteers.
5. Suggested that lodging member will have demographic stats on their guests and that these should be requested.
6. Note that after adjusting our budget to include the engagement with Kyle, our total marketing budget this year is just \$11.5k.
7. The website refresh project is making good progress, and a proposed items list has been reviewed in a meeting of the website task team with our webmaster Jackson Whelan. Jackson will be getting back to us shortly with his proposal and pricing. A key change will be to have in effect two websites, one for visitors and one for members. This approach will be achieved by dividing up the existing content under two different landing pages with appropriate navigation within each.
8. Kyle has offered to review the plan once we receive the proposal from Jackson.
9. We will need help from category experts to write the intro for each of the category landing pages on the visitor site.
10. We will create a new in-house page for Weddings in the Mad River Valley, featuring members involved in the wedding business. This change is also timely as VermontWeddings.com is planning to eliminate their regional page, like the MRV page. Peter agreed to identify the relevant members and the associated categories. **Action: Peter**

Business Development Workshops

1. The workshops will be held monthly on the 4th Tuesday of the month at 10 a.m. The next one will be on January 23rd on the topic of Time Management.
2. A rolling 4-month plan will be prepared so that our members can get these on their calendars.

Community Dashboard

1. Jasmine met with Joshua and Kristine at the MRVPD to discuss next steps. A detailed plan is being developed.
2. Peter offered to help with the formatting etc. of the report when required.
3. Jasmine will circulate details of proposal shortly. **Action: Jasmine**

New Business

1. The Wellness Alliance is planning a Wellness Expo at Sugarbush in September 2019.
2. A Herbal Excellence Center is under discussion
3. Steve Parker from Clear Water Filtration has some perspectives about the challenges of owning, growing or starting a business in the MRV. He has some ideas. A thought is to arrange for him and his associates, perhaps in conjunction with the Chamber, to meet with the Select Boards, Planning, Zoning etc. (together) to talk about the things that are inhibiting them from working/living, as well as starting and expanding businesses here. **Action: Amy**

Adjournment:

1. Moved by Peter seconded by Lori. Carried. Meeting adjourned at approximately 12:50 p.m.

Next Meeting:

1. The next meeting will be on Friday February 9th from 11:00 a.m. to 3:00 p.m. – a special meeting to kick off the engagement with Kyle Sexton. Location TBD.

Minutes submitted by Peter MacLaren, Secretary

Open Action Items:

1. Next steps with membership and naming. **To be addressed along with the development of membership and dues plan with Kyle Sexton**
2. Email the updated/reformatted member benefits package to each Board member. **Action: Ginger**
3. Work with SB and MRG on replacement for Ski the Valley for next season. **Action: Jasmine**
4. Arrange for example unit of new kiosk to be delivered to Visitor Center. **Action: Jasmine**
5. Advise members that Kiosks are available for their business at the price of \$500 each. **Action: Jasmine.**
6. Resolve major receivable. **Action: Jasmine & Roger**
7. Email financial report. **Action: Jasmine**
8. Review details of payment plan for next year. **Action: following agreement on the new membership/dues plan**
9. Set up ASANA system. **Action: Ginger & Jasmine**
10. Email a copy of Marketing Plan to all Board members. **Action: Jasmine**
11. Identify members and categories for new Wedding page. **Action: Peter**
12. Circulate details of Dashboard proposal. **Action: Jasmine**
13. Plan follow up meetings for Steve Parker to meet Select Boards etc.. **Action: Amy**

Ongoing Reminders:

1. Invite a friend to ED Coffee mornings. **Action: All**
2. Suggested speakers for Coffee Mornings. **Action: All**
3. Personal Interaction with members. **Action: All**
4. Encouraging new members to join. **Action: All**
5. Let Jasmine know ongoing of any critical member meetings that need to take place. **Action: All**

Deferred items:

1. Continue dialog with LCRCC Chamber.
2. Exchange ideas with Karen Nevin.
3. Valley Vitality Fund.