



# MAD RIVER VALLEY VERMONT

## Mad River Valley Chamber of Commerce Minutes of Board Meeting November 13, 2015

Present: Michele Eid, Peter Hans, Lori Klein, Peter MacLaren, Lisa Loomis

Absent: Ted Fisher, Roger Nishi, Sean Lawson, Rosemarie White

Also Present: Rebecca Baruzzi, Lisa Davis

Meeting was called to order at 11:10AM. The Chair declared a quorum of 5 Directors present

### **Update from outgoing ED:**

Lisa updated both the Board and Rebecca on the upcoming marketing & events including instructions on VT Bed & Brew, Ski the Valley, MRV-ME, Country Christmas, Festival of Lights. There was some discussion but items were clarified and noted. Lisa then left in order to buy final provisions needed for Brew tour happening that weekend.

### **Treasurer's Report:**

Michele presented a draft of financials based on known items and noted that she should be able to get financials out to the board after review of certain issues and items. Peter H requested that they be available by the Monday after Thanksgiving.

A discussion was held on the condition of the AR. Much of the old money has been collected with about \$7000 left on over 90 day list. A motion was made by Peter M and seconded by Lori to suspend 30 day revocation until January and inform all members to that effect. A flag would then be put on members' pages if over 30. Carried.

### **Interim Manager's Report:**

Rebecca informed that Robin, the bookkeeper is tentative to the end of the year but she would like to increase her hours to 20 per week. There are a lot of items on Rebecca's plate and she could use Robin's assistance. Motion to approve increase to 20 hours per week made by Lisa and seconded by Michele. Carried.

Bed and Brew – Mike Jengo will be putting packages together as part of tour. Discussion was had to turn over the whole tour over to him but Peter H and Lisa expressed concerns about giving up the Chamber's involvement totally while Rebecca spoke to the time and commitment while so much is going on this period. Event will run as before for now.

Rebecca then brought us up to date on the presentation for the December 17 Economic Development meeting. The Chamber was tasked by the committee to concentrate on four areas – Economic Development, Marketing, Business Support and Events. Economic Development was combined with Business Support and Events combined with Marketing to come up with the two areas of focus. Rebecca will give a 2-3 minute presentation on how we are addressing it.

**Marketing Committee:**

Peter M gave an abbreviated marketing update. MRV-ME as a process for funding events needs re-thought as the base gets smaller and there is insufficient money coming in to support events at a credible level. More requests but less money. Discussion on events and the membership status of those requesting help. Exclusive access for MRV-ME contributors to sell Bed & Brew and Ski Passport packages is key to preserving funding with the present approach. Megan Schultz has joined the committee. One item of focus is to provide resources for both wedding venues and wedding couples to promote weddings as a multi-day destination event. The website calendar is being re-worked into what should be an effective whole Valley calendar with images, hopefully launched by the end of the month.

**New Business:**

**VT Cheese Council:**

Board discussed the VT Cheese Council, the potential for a tasting center involving brews, cheeses and local offerings. A motion was made to offer Tom Bivens an office at the chamber for \$300 for the next six months, which would include telephone. Motion by Peter H and seconded by Peter M. Carried.

**Dues:**

With a number of non-profits evaluating their membership in the Chamber, a discussion was had on offering a drop in dues to encourage continued support and entice new nonprofits to join. There were two opposing views – one to create a new category of nonprofits with a direct tie to municipal and chamber initiatives and offer a \$200 membership. The other was to offer a break to all nonprofits in order to encourage others to join. Concerns on whether the lost revenue could be offset by new members. Decided to present to full board for discussion and to get feedback.

The meeting adjourned at 12:50PM.

Respectfully Submitted,  
Michele Eid, Acting Secretary