



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting December 11, 2015

Present: Michele Eid, Ted Fisher, Peter Hans, Lori Klein, Peter MacLaren, Roger Nishi, Rosemarie White

Absent: Sean Lawson, Lisa Loomis

Also Present: Rebecca Baruzzi

Meeting was called to order at 9:07 a.m.

Secretary's Report:

Minutes of the November 13, 2015 meeting were approved as presented.

Treasurer's Report:

Michele reviewed the financials with the Board outlining adjustments to more accurately reflect current operations. Included in the report was an overview on accounts receivable and issues which are in the process of being corrected with billings through FreshBooks. At the last Board meeting it was decided to extend a grace period until the end of the calendar year for members to bring their payment current. However, the Treasurer and Interim Manager recommended waiting one more month as there are still unresolved billing problems. Also it is believed the majority of past due accounts can be resolved by putting payment plans in place where necessary. Peter MacLaren reminded the Board the By-Laws normally required a member to be suspended when 60 days overdue.

Treasurer's report was approved as presented.

Interim Manager's Report:

Rebecca submitted her report for the month:

- Country Christmas was successful with more events and more completed cards returned.
- Festival of Lights judging will occur on Saturday
- MRV-ME is experiencing significant problems with billings, but total dollars should come in around \$22,400. Discussion ensued regarding the work Vision & Vitality has going forward to figure out a proper funding mechanism to ensure sufficient funds are available to support MRV-ME grants. The Board was supportive but pointed out this decision needs to be endorsed by a motion passed by the Marketing Committee.
- Ski the Valley passports have been ordered
- Bed & Brew tours are being taken over by Mike Jengo.
- MRV-ME grant applications and surveys have been distributed. The Marketing Committee requested the transfer of \$5,000 from the CSP fund to the MRV-ME fund to help offset the declining MRV-ME fund. This is considered a stopgap while work continues to find a proper funding mechanism which does not rely upon a few generous members.
- Economic Vitality Summit will be held on December 17th at the Gatehouse. Rebecca reviewed with the Board what will be discussed at the Summit.

- The Interim Manager flagged the work load exceeds the time available for herself and Robin. The Chair requested she track activities for the coming month so the challenges can be reviewed in detail at the next Board meeting.

Marketing Committee:

Peter MacLaren reported on the following:

- Community Calendar is finished and will be officially launched at the Summit on December 17th.
- The Committee is focusing on supporting the priorities that have emerged from the Economic Vitality process, including Marketing, Business Support and Event Support.
- Marketing will include providing support for the four new task groups: Food, Innovation, Recreation, Wellness, including promoting the existing logo as the Brand identity and coordinating initiatives through social media.
- Under the role of Events, the Chamber's role will be to support and help fund events, but not organize them.

Old Business:

The fourth of July parade will be managed by Susan Klein potentially in conjunction with a local non-profit.

New Business:

Peter MacLaren discussed raising the awareness of the Chamber in the community in particular with new businesses. Peter proposed the process of outreach to new or potential members should be on a rotating approach personally by members of the Board welcoming the business and introducing the role of the Chamber. These visits should be coordinated by the Interim Manager. The Board agreed with the approach.

The next meeting will be held on **January 8th** at **11 a.m.** The venue for the meeting will be the **General Wait House**.

The meeting adjourned at 10:30 a.m.

Respectfully Submitted,
Rosemarie White, Secretary

Action Item Summary:

1. **Admin Support:** At next Board meeting, Board members will review past due receivables and will assist in reaching out to those members who are being reported as delinquent with their dues.
2. **Admin Support:** Interim Manager will report to Board hours and activities she participated in during prior month for Board to assess workload.
3. **CSP Fund Request:** A request to the custodians of the CSP fund to transfer \$5,000 from the CSP fund to the MRV-ME fund. The purpose of this request is to augment the fiscal year 2016 MRV-ME Grant Fund which declined this year. This request is considered a stopgap while the Vision & Vitality Committee continue its work to find a proper funding mechanism to support events in the Mad River Valley.
4. **Board Support:** Board members will outreach personally to new or potential members on a rotating basis coordinated with the Interim Manager.