



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting January 8, 2016

Present: Michele Eid, Peter Hans, Lisa Loomis (by telephone), Peter MacLaren, Roger Nishi, Rosemarie White

Absent: Ted Fisher, Lori Klein, Sean Lawson

Meeting was called to order at 11:05 a.m.

Secretary's Report:

Minutes of the December 11, 2015 meeting were approved as presented.

Treasurer's Report:

Michele provided her final report as Treasurer to the Board. She reviewed the income and expenses for the month and year-to-date with the Board. Of particular note were funds which were originally classified incorrectly as dues income and should have been classified as MRV-ME funds.

Michele then outlined concerns she had going forward with data input into and reporting from QuickBooks. Michele said she had some limited time available to assist Robin, but with tax season now here it would be difficult to provide additional support. Michele also said Craig Isvak offered one hour per month to review the Chamber's accounts if desired. The Board then acknowledged and thanked Michele and Hall & Holden's many, many years of dedication to the Chamber.

Treasurer's report was approved as presented.

Separately, Peter noted that of the previously approved \$5,000 appropriation from CSP funds to augment the MRV-ME funds, only \$2,500 was actually needed as a result of carefully managing the event grants.

A motion was then made, seconded and approved to nominate then elect Rosemarie White as the new Treasurer of the Chamber.

Marketing Committee:

Peter MacLaren reported on the following:

- Update on the status of the four asset groups identified during the Economic Vitality process
- The Marketing Committee is going to focus on marketing, primarily through social media, to support the asset groups
- Peter to send Former Secretary members of Marketing Committee and Supporters to include in the minutes (see appended)
- Community Calendar is up and running and need for members to keep information and events fresh.
- Vickery Hill update and budget: Invoices in total for October through December were much higher than budgeted for the calendar and website development work, while lower for support. While efforts were being made to get more background on these charges some of the invoices became overdue, which resulted in the need for urgent attention to address our vendor's concerns about delayed payment. All invoices are now current. The higher charges for the Calendar work were primarily driven by the fact that that the underlying design for both the front end (what you see) and the back-end (how it's managed) was

not nearly as mature and ready for use as we had been led to expect by our vendor. A follow up meeting with Vickery Hill will be held in the near future to seek agreement on a more transparent approach for tracking work relative to our budget, and get a firm price on the remaining work. Also important is to have a clearly documented terms of engagement clarifying among other things the ownership of all elements of the website. Action to be coordinated by Peter. Roger volunteered to find out what historical records Kurt may have from the initial development of the website.

Chair's Report:

Peter Hans' reported on the following:

- Based upon findings from EVS, Chamber will focus on marketing the Mad River Valley and supporting the local businesses
- The Chamber will support but not drive the four assets groups identified through the EVS process.
- Local option tax will be researched to provide information to members at the appropriate time . Noted that the current assessment is that some are in support and others not. (The work to develop an overall needs based budget and potential approaches for funding is being coordinated overall by the VVSC, and no recommendation has as yet been made to propose an LOT.)
- Planning District has requested more funds from the three towns and Sugarbush to increase staff to take on the additional work identified in the EVS. This funding has been supported by the Select Boards of the three towns (and Sugarbush) and the final decision will be subject to the votes on the budgets at the Town Meetings.
- A Board retreat should be scheduled to focus on member outreach.
- Dues Committee needs to be established and to meet and review dues structure and discuss funding mechanism for events. Roger Nishi agreed to partake in the Dues Committee and also reach out to previous board members who may have institutional knowledge, which can help with funding mechanisms.
- The hiring process for a permanent Executive Director has been put on hold for approximately 6 months to provide sufficient time to ensure the Chamber office is ready and organized for whoever takes the helm of the Chamber.
- Board vacancies and potential candidates who will be actively engaged with the strategic direction of the Chamber were discussed. Two people were considered for nomination - Jack Sharry and June Anderson. Peter Hans will reach out to Jack who is not yet a member of the Chamber. His nomination cannot be considered until he is a member in good standing.

Old Business:

None

New Business:

Roger discussed the need for a new router in the building and asked if Rebecca could reach out to the other tenants to see if they could split the cost, which is \$75.. Further, the benefits of a telephone in the conference were discussed. In light of the fact that all of the tenants use the room, the Board decided to have Rebecca also ask if the other tenants would split the \$28/month fee for the additional telephone.

The Board again thanked Michele Eid for her many years of service on the Chamber Board and as Treasurer.

The Board then nominated and voted in Peter MacLaren as Secretary to replace Rosemarie White who reluctantly passes on the official Chamber pen so she can take on her new role as Treasurer.

The next meeting will be held on **February 12th** at **11 a.m.** The venue for the meeting will be the **General Wait House.**

The meeting adjourned at 1:02 p.m.

Respectfully Submitted,
Rosemarie White, Former Secretary

Action Item Summary:

1. **Vickery Hill next steps: Peter MacLaren to set up meeting with VH to review. Rober Nishi to help with research of legacy documentation.**
2. **Board Support:** Date to be determined for Board Retreat
3. **Board Support:** Peter Hans to reach out to Jack Sharry regarding membership and position on Board;
4. **Dues Committee:** Discuss and report to Board review of dues structure and funding mechanisms for events.

Marketing Committee:

- Jack Sharry
- Peter MacLaren
- Lorraine Keeler
- Lori Klein
- Megan Shultz
- Matt Haefele
- Asah Rowles
- Rebecca Baruzzi

Additional Support from:

- Eric Friedman