



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Retreat Meeting February 12, 2016

Present: Peter Hans (Chair), Lisa Loomis, Peter MacLaren, June Anderson, Jack Sharry, Amy Todisco, Lori Klein, Roger Nishi, Rosemarie White, Jim Tabor and Ted Fisher. (Ted had to leave early)

This Retreat was called by the Chair. The focus is to discuss what makes “us” successful and determine how we will move forward.

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

A quorum of all Directors present was declared by the Chair.

Agenda:

1. The agenda followed the outline in the enclosed PPT package, which has been updated by Patricia to include notes, conclusions and actions from our discussions. (These notes will be particularly useful to guide the Committees, *however note that there have been some further updates in Committees as documented separately by Rebecca.*)

Discussion:

1. There is clearly a desire for “change” among our members, and indeed non-members, in how the Chamber operates and more importantly is perceived to operate.
2. It was noted that we have three slightly different versions of our Mission Statement published in different places. ***Rebecca is actioned to ensure these are aligned.***
3. Our committee structure has been lacking, and we need to determine the needed committees and their membership, using the flexibility now provided for in our bylaws.
4. The following committees were agreed:
 - a. Executive Committee (standing committee as per the bylaws)
 - b. Marketing Committee (including Communications)
 - c. Business Support Services Committee
 - d. Membership Committee
 - e. Events Committee – deferred for now
 - f. Strategic Planning Committee – deferred for now
5. Volunteers were identified for the committees. ***The final disposition will be documented separately by Rebecca.***
6. ***All Committee Chairs were charged with setting up their committees and moving ahead expeditiously.***
7. The Strategic Partnerships we have were also recognized as a key role, specifically the Vision and Vitality Steering Committee (now evolving to the Economic Development Committee) sponsored jointly with the Mad River Valley Planning District.
8. Before forming the Events Committee we agreed to research the history of event funding and sponsorship, specifically seeking guidance from Eric Freidman, Kurt Gruending and Jim Halavonich. ***In the immediate timeframe this action will be taken on board by the Membership Committee as the key issue is the funding approach.***

9. There was agreement that we need an *immediate* focus on a communication plan, to reprise the progress made last year and some of the associated challenges, and to lay out the direction forward. This communication plan will address both our members, and the community at large. ***The Marketing Committee is actioned to prime this plan.***
10. Given that we have added by appointment four new Board members in the last month to fill the balance of terms from members leaving, there are some anomalies relating to the Terms of the incoming members. ***The Executive Committee is charged with coming up with a plan to address, including a proposal for amendment of the bylaws if required.***
11. Given that our current website manager, Vickery Hill, has asked for their contract to be terminated by May of this year, ***a transition will be managed by an ad-hoc committee formed under the leadership of the Chair*** in conjunction with the Marketing Committee. The expected short-term approach will be management by the Chamber, followed by developing a longer-term plan.
12. The Chair noted that we are aware that a small group of members, including prior Board members, are meeting privately to consider possible recommendations to the Board. We agreed that we would wait to hear from them and plan to meet with them when they are ready.

Prior meeting minutes:

1. The minutes from the January 8th Board Meeting were amended, in the Chair's report: "The hiring process for a permanent Executive Director has been put on hold for approximately 6 months (not 90 days) to provide sufficient time to ensure the Chamber office is ready and organized for whoever takes the helm of the Chamber.
2. The minutes from the February 3rd Special Board Meeting were accepted as is.
3. The minutes from the February 8th Special Board Meeting were accepted as is.
4. Motion to approve minutes (as amended) moved by Peter MacLaren, seconded by Roger. Carried.

Adjournment:

There being no further business, the meeting was adjourned at 3:31 p.m. on a motion by Jack, seconded by Peter.

Action Item Summary:

1. *Mission Statement rationalized: Rebecca*
2. *Committees: Rebecca.*
3. *Set up committees: Committee Chairs*
4. *Event funding and sponsor research: Membership Committee*
5. *Communications planned and implemented: Marketing Committee*
6. *Board terms: Executive Committee*
7. *Website transition: Peter Hans and ad-hoc committee*

Minutes submitted by Peter MacLaren, Secretary

PowerPoint attached (updated)