



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting March 11, 2016

Present: Peter Hans (Chair), Lisa Loomis, Peter MacLaren, June Anderson (by phone), Jack Sharry (by phone), Amy Todisco, Lori Klein, Roger Nishi, Rosemarie White, Jim Tabor and Ted Fisher. (Full attendance.) Also Interim Manager Rebecca Baruzzi

Meeting was called to order by the Chair at 11:06 a.m.

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

Minutes of February 12th Board Retreat:

1. Moved by Peter M that minutes be accepted as circulated, seconded by Lisa. Carried.

VVSC and LOT:

1. A summary report was presented by Peter M – enclosed.
2. Noted that four Board members are involved in VVSC, namely our official reps Peter H & Peter M, and members at large Lisa and Jack.
3. Clarified following discussion that current role is to help determine what an economically vital MRV looks like and how to help achieve it.
4. General consensus that we recommend proceeding carefully with consolidating MRV needs and funding approaches. If timing does not permit a “big picture” approach in the current year, a temporary solution to the MRVPD funding split is a supportable step.
5. Rebecca prepared an excellent overview of the status on the Economic Vitality work and what now needs to be done, and this has now been provided to the committee.
6. Agreement that Rebecca should rejoin the VVSC.
7. Note for info that the committee will be renamed, and it has subsequently been decided by the committee to use the name Community Development Committee (CDC).

Marketing Committee:

1. A Marketing and Communications Plan has been prepared covering:
 - a. A year round Social Media calendar, with a focus on the people and places of the MRV
 - b. Public Relations, driving editorial and external to the Valley coverage
 - c. Weekly “Press Release” in the Valley Reporter and on Front Porch Forum
 - d. Series of “My Views” every 4 to 6 weeks, with a focus on the progress of the asset groups and other items related to the progress of the Economic Vitality work
 - e. Jim is working on a category based marketing plan with a focus to drive revenue into the MRV. Being worked into a specific action plan.
2. Brooke Cunningham has volunteered to work on FAM tours to bring journalists and other influencers to the MRV.
3. There were 25 participants at the very successful asset group meeting on March 8th. Some specifics of work in progress:
 - a. The Food Network is planning seasonal food related festivals, starting with a Maple Festival the April 1st weekend.
 - b. The Recreation Group presented preliminary plans for the revamped Skatium
 - c. There was excellent evidence of collaboration

Website Committee Update:

1. The Board is reminded that Vickery Hill has advised that they no longer wish to be our vendor as of May 2016.
2. The immediate action is to transfer the credentials to our direct control. We are working to schedule a meeting with Vickery Hill to get this transfer organized, currently seen as being in early April.
3. We anticipate continuing to operate the website in its current state for an extended period, while noting that functionality enhancements may not be easy to implement as it is all custom code. Ongoing content updates should not be a problem.
4. The Committee is working on possible approaches for a longer-term plan.
5. Roger indicated that he and/or Kurt from WCVT might be able to assist in the transfer process.

Business Services

1. Plan for business services will be rolled out starting with the Member meeting on March 16th.
2. Decided to delay working on legislative updates for now, although to be noted was a briefing by Adam Greshin on paid time off legislation at the recent mixer.

Membership:

1. A summary report was presented by Peter M – enclosed.
2. A recommendation was included to introduce a first time members discount of 50% for the first partial year then 25% for first full year. Proceeding with this plan was moved by Peter M, seconded by Peter H and carried.
3. A further recommendation was included to add a Sole Proprietor category with a reduced annual premium. After discussion it was agreed to defer implementation until we have more data on the potential impact on existing members and overall membership revenues. **Action: Membership Committee**
4. A further recommendation was made asking the Board for their individual support on being the point of contact for prospective and new members as assigned by the Interim Manager. Fully agreed.

Executive Committee:

1. A review of receivables aging indicated that we still have significant membership dues outstanding.
2. It was note that many are current other than 90 days plus. It is assumed that many of the older invoices were not sent out correctly or have been lost. Robin is following up on all.
3. Individual Board members volunteered to help with contacts as required, to be arranged by Rebecca and Robin.
4. No overall financial report this month.

Member Wide Meeting:

1. Invite has been sent for meeting in Waitsfield United Church of Christ (WUCC) to all members. Date is Wednesday March 16th, starting at 5:30PM. All Board members are asked to participate. **Action: All Board members**

Lodging/Website Booking:

1. A summary report was presented by Peter M – enclosed.
2. Rebecca and Peter plan to survey Lodging to seek their input on proposed and possible changes on how bookings are handled on the Chamber website.

Executive Session:

1. Moved to enter Executive Session at 12:37PM by Roger, seconded Amy. Carried. Rebecca left the meeting. Some Board members had to leave and proxies were established:
 - a. Rosemarie, gave proxy to Lisa
 - b. June, gave proxy to Jim
 - c. Jack, gave proxy to Amy
2. Moved to leave Executive Session at 12:57 by Lori, seconded Jim. Carried.

New Business:

1. Moved by Peter H, seconded by Lisa that Rebecca be appointed as Executive Director of the Chamber, with detailed terms to be set by the Executive Committee, including an incentive to stay at least two years. Carried with one nay.
2. Peter H will advise the other two candidates that we have made the selection, prior to informing Rebecca or publishing the decision. **Action: Peter H**

Adjournment:

There being no further business, the meeting was adjourned at 1:00 p.m. on a motion by Lisa, seconded by Roger. Carried

Action Item Summary:

1. *Further analysis on Sole Proprietor category. Action: Membership Committee*
2. *Attend member-wide meeting on March 16th. Action: ALL*
3. *Follow up advising all parties of completion of ED search. Action: Peter H*
4. *Finalizing detailed terms for new ED. Action: Executive Committee*

Minutes submitted by Peter MacLaren, Secretary

Reports attached.

- *CDC Report*
- *Membership Committee Report*
- *Lodging & Package website booking update for information*