



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting December 9, 2016

Present: Amy Todisco, Jim Tabor, Rosemarie White, June Anderson, Lori Klein, Jack Sharry, Roger Nishi (recording). Also ED Jasmine Bigelow.

Absent: Peter MacLaren, Ted Fisher, Brad Long.

The meeting was called to order by the Chair Amy Todisco at 11:10 a.m. A quorum of 7 Directors present at the start of the meeting was declared by the Chair.

Minutes of prior meetings:

Moved that the minutes of the November 11th Board meeting be accepted as circulated, seconded. Unanimously approved. The minutes are posted on our website.

Quick Action Item updates by Jasmine:

1. Webcam still working but relationship on pause.
2. Kiosks are not all working, pulling all in and will be updating.
3. Festival of Lights party is Wed., 12/14 at Sugarbush. There is no competition this year, the Win Smith Family Foundation is making one donation of \$6,000 to the MRV Community Fund.
4. Banners are still being funneled through Chamber.
5. The Bridges approved their one-year membership agreement, and want to discuss coming in at a different membership category for next year.

Financial Report:

Rosemarie reported that A/R and cash are at good levels, but the P&L comparison is not available yet. Quickbooks and Freshbooks are getting updated, and the new office manager, Stephanie will be working on that as a priority. There are no financial statements to approve, but we hope to have that ready for the January meeting.

Membership:

40 Bridge Boutique and Bird Dog Property Management joined our Chamber in the last month.

Director's Report and Board Discussion:

Jasmine gave an update on what she's learned and observed in her first 10 weeks into the job, and presented her recommendation for the next steps.

Summary: The Chamber needs to create a sharply focused vision and strategic plan. Any and all future work needs to be in direct alignment with that vision and strategic plan.

Why: Years of history and expectations have led to Chamber having scattered diverse jack of all trades function, without a direct purpose. Continuing on the same path will not work. Many functions which have become expected need to be assessed for fit into overall organization.

Action: Create vision and strategic plan. Until created, pause *all* perceived Chamber activities and functions. All will be reassessed to determine fit.

Deliverables:

1. Strategic plan draft – target for early March 2017.
2. Planning retreat, approval of plan, presentation to membership - TBD based on timing of draft.
3. Work plan through FY 2018

Moving Forward in the interim:

- Uninterrupted Maintenance Functions:
Financials (Stephanie)
- Inquiries answered via phone, email, walk-ins (Stephanie)
- Website functionality (Peter M, Brad L, Stephanie & Jasmine)
- Facebook content (Amy T)
- Membership inquiries (Stephanie & Jasmine)
- Banner program (Stephanie)

Ongoing Communications to Members:

- Coffee hour with the Chamber (Jasmine & Amy)
- Member newsletter (Jasmine)
- Mixers (Stephanie & Jasmine)

Programs Paused:

- Seminars
- Website re-design
- Webcam issues
- Kiosk issues
- Committee meetings (marketing, membership, advocacy, lodging, wedding)
- Meetings without the purpose of strategic planning
- Volunteer program for Visitor Center
- Anything else deemed non-critical by Jasmine

Critical Roles:

- Strategic Planning, LEAD = Jasmine Bigelow
- Planning, Board LEAD = Amy Todisco
- Office Management = Stephanie Wood

- Planning Input, Approval, SUPPORT OF THE PROCESS = MRVCC Board of Directors

Motion to approve Jasmine and Chamber to move forward with planning process. Moved and seconded. Unanimously approved.

Other Business:

Stephanie Wood is the new office manager. She has extensive office management experience, primarily in schools and medical offices. She lives in the Valley, and started her position at the Chamber on Tuesday, December 6th. Her hours are Tuesday to Thursday from 9:00 to 1:00, and all day Friday.

Motion to adjourn at 12:50 pm. Moved and seconded. Unanimously approved.