



MAD RIVER VALLEY VERMONT

Mad River Valley Chamber of Commerce Minutes of Board Meeting June 9th, 2017

Present: Amy Todisco, Peter MacLaren, Lori Klein, Brad Long, Jim Tabor, June Anderson, Roger Nishi.
Also ED Jasmine Bigelow.

Apologies: Rosemarie White, Jack Sharry, Ted Fisher

The Board meeting was called to order by the Chair Amy Todisco at 11:05 a.m.

A quorum of 7 Directors present at the start of the meeting was declared by the Chair.

Minutes of prior meetings:

1. Moved by Peter that the minutes of the May 19th Board meeting, the June 2nd Special Board Meeting, and the minutes of the email decision made over June 1st & 2nd (decision on office space) be accepted as circulated, seconded by Amy. Carried. The minutes are posted on our website.

Action Item updates:

1. Open items are listed at end of the minutes. Other items were dealt with during the meeting.

Financial Update:

1. Report is delayed pending follow up meeting between Karen and Michele to finalize fiscal year end 2016 closing.
2. The ED reported that overall our cash position is better than budget. She will follow up to expedite the necessary meetings to get the financial report out as soon as possible. **Action: Jasmine**
3. Letters have been sent to all those with outstanding dues, accompanied by the one page summary of the Strategic Plan.
4. A/R, beyond *current* receivables, remains around \$5k, and most of this amount is due from members whose current dues are paid, i.e. it relates primarily to mislaid or other problems with prior invoices.

Membership Update:

1. The Membership Task Team has met. Work is in progress on repackaging the member benefits along with an attractive package for new (and existing) members to showcase these. These will be completed by the end of July. **Action: Membership Task Team**
2. The overall dues plan remains as discussed at the prior meeting, with base dues very much in line with the current year, accompanied by tiered levels with additional benefits.
3. The ED will send an update to the Board shortly. **Action: Jasmine**

Board Terms & Governance:

1. Noting that for the purpose of evening out the turnover of the Board, the Membership passed a by-law change at the last annual meeting that provided for flexibility in assigning terms for Board members elected to replace the term of members who left the Board before their term was complete...
2. Moved by Lori that the terms of each of Peter MacLaren, Amy Todisco and Jim Tabor be extended by one year. Seconded June, carried.
3. Noted that the only current Board member required to step at the end of this fiscal year due to the two-term limit, is now Rosemarie White.

4. Nominations for additional Board members (if any) to be elected at the upcoming Annual Meeting in September will be discussed at the next Board meeting. Noted that the Bylaws require the nominations proposed by the Board to be circulated 30 days before the annual meeting, along with an invite for other nominations. **Action: Next Board Meeting**
5. Currently lacking is a “job description” for Board members that goes beyond the broad guidelines in the Bylaws. Amy will prepare a draft for the next board meeting with general responsibility for all Board members, and the additional specific responsibilities for the officers: President, Treasurer and Secretary. **Action: Amy**

Annual Meeting Plans:

1. The ED will orchestrate plans to ensure we have the “Most Amazing Annual Meeting ever”! Details...
2. The date has been set for Thursday September 7th in the newly renovated Big Red Barn at Lareau Farm.
3. In addition to all members, we will plan to invite key other community leaders, the Vermont Dept. of Tourism and, if available, the Governor.
4. Tickets for dinner will be a flat fee paid in advance to the Chamber, including a small commission for the Chamber.
5. The ED will make every effort to invite Wendy Knight, the new Tourism & Marketing Commissioner, or the Governor, to be a guest speaker.
6. Part of the agenda will be a special “Thank you” to key leaders in the community.
7. Plans may include a Silent Auction of items donated by members to showcase their business. Agreed that proceeds should be split between a to-be-chosen local charity and the Chamber.
8. We will plan to have a skilled Moderator chosen by the ED.
9. Moved by Peter that the ED proceed along the lines proposed to finalize plans for the Annual Meeting. Seconded by Jim. Carried. **Action: Jasmine**

Office Transition:

1. The long planned “housekeeping” meeting with the other tenants of the General Wait House was held coincidentally just after our public announcement of the move to Bridge Street.
2. Members of the Waitsfield Select Board unexpectedly attended, which was a plus as it appears they were not fully aware of some of the challenges we have been dealing with in the building.
3. The ED explained our reasons for moving and in particular our need to have full flexibility to use our space to address our mission, with a focus on the visitor experience.
4. More details are to be worked out, including disposition of shared items like the photocopier, Internet and phone service etc. Also to finalize updated signage for the vestibule, which will continue to host visitor information and the kiosk.
5. Overall the meeting completed on a positive note, with preliminary plans being discussed for the possible next use of the space will be vacating.
6. The plan is to have our new space in operation as close to July 1st as possible.
7. Stephanie will be coordinating the Volunteer Program for staffing the Visitor Center. Aiming eventually for 7 days per week, but initially at least Wednesday from 9 a.m. to 5 p.m. and Thursday through Sunday from 9 a.m. till 7 p.m. Plan is to reach out to our membership, the Rotary Club, and others to find volunteers. We may want to give some thought to special “perks” for volunteers but no ideas as yet.
8. Note with the agreed revised terms for the ED, Jasmine is now working from Monday to Thursday and Stephanie is working Wednesday and Friday. Part of the intent of the volunteer program will be to minimize the time either of them will need to spend helping visitors so that they can focus on their other responsibilities.
9. One unresolved item is the “graffiti” that was actually solicited in the past that adorns the outside east wall of the new space. The ED will ask the landlord to have it painted over. **Action: Jasmine.**
10. The rules already approved by the DRB provide considerable scope for signage. In addition there is an approved plan for a rework of the large sign marking the entrance to the parking area—it has just been in limbo as no-one has take the lead to make it happen. The ED will ensure preliminary signage is put in place regarding our space, then work with the landlord, the town and other businesses to take leadership for an overall plan. **Action: Jasmine**

11. For the move-in the key focus will be the visitor space. We will need a work date during June. The ED will coordinate and send invites to the Board members. All are asked to help where possible! **Action: ED and Board members**

Strategic Plan Follow up:

1. Communications will be ongoing and implemented by the ED & the Communications Task Team. **Action: Communications Task Team**
2. Our formal potential change of name will be discussed separately, probably by proposing a vote at the Annual Meeting, however the tentative plan is to sign the new space as the “MRV Visitor Center” or similar. Sally Stetson is assisting the ED with the design of signs.

Dashboard:

1. Further thinking on the Dashboard has led to the conclusion that reporting the raw data is not the most effective approach, particularly given the challenges of how it can be presented in the Valley Reporter.
2. The current plan is to continue to collect the data, however to report on key insights rather than the underlying data.
3. The ED will finalize plans shortly. **Action: Jasmine**

Adjournment:

1. Moved by Brad, seconded by Amy. Carried. Meeting adjourned at approximately 1:02 p.m.

Next Meetings:

1. The next Board meeting will be held on Friday July 14th at 11 a.m. in our new office.

Minutes submitted by Peter MacLaren, Secretary

Held over Action Items:

1. Continue dialog with LCRCC Chamber. Remains open. **Action: Jasmine**
2. Kiosks. Remains open. **Action: Roger**
3. Banner Protocol. Remains open (not seen as urgent). **Open**
4. Top Gas area maintenance. Remains open (not seen as urgent). **Open**
5. Member newsletters, Board bios. Remains open. **Action: Jasmine**
6. Invite a friend to ED Coffee mornings. Remains open. **Action: Board Members**
7. Exchange ideas with Karen Nevin. Remains open. **Action: Jasmine**
8. Follow up with Central Vermont Chamber regarding their recruiting in the MRV. Remains open. **Action: Jasmine.**
9. Personal Interaction with members. **Action: ALL**
10. Valley Vitality Fund: **Deferred**
11. Research other organizations’ approach to naming. **Action: Jasmine**
12. Email ED with name suggestions. **Action: All**
13. Arrange meeting of invited members to discuss naming. **Action: Jasmine**
14. Kick-off Task Teams. **Action: Jasmine**
15. Website redesign kick-off meeting. **Action: Jasmine, with Brad & Peter**

New Action Items:

16. Ensure Financial Report is completed ASAP. **Action: Jasmine**
17. Continued work on membership benefits. **Action: Membership Task Team & Jasmine**
18. Nominations for new Board members (if any): **Action: next meeting**
19. Job descriptions for Board Members. **Action: Amy**
20. Finalize Annual Meeting plans. **Action: Jasmine**
21. Finalize move plans, deal with painting outside wall, and signage for new space. **Action: Jasmine**
22. Assist with work day for new space. **Action: All**
23. Continue Strategic Plan Communications. **Action: Communications Task Team**
24. Finalize plans for new “Dashboard” reporting. **Action: Jasmine**