



**Mad River Valley Chamber of Commerce
Minutes of Board Meeting
April 13th, 2018**

Present: Amy Todisco, Peter MacLaren, Roger Nishi, June Anderson, Brad Long, Lori Klein, Ana Dan, and Jack Sharry by phone.
Also ED Jasmine Bigelow, Membership Coordinator Ginger Berkelhamer

Apologies: Kevin Begin, Jim Tabor, Ted Fisher

The Board meeting was called to order by the Chair Amy Todisco at 11:04 a.m. at the Mad River Taste Place Board Room. She expressed our thanks for the use of the room once again.

A quorum of 8 Directors was declared by the Chair.

Minutes of prior meetings:

1. Moved by Amy that the minutes of the March 9th Board meeting be accepted as circulated, seconded by June. Carried. The minutes are posted on our website.

Action Item Updates:

1. Next steps with membership and naming. **To be addressed along with the development of membership and dues plan with Kyle Sexton**
2. Review details of payment plan for next year. **See item 7.**
3. Work with SB and MRG on replacement for Ski the Valley for next season. Discussions are planned.
Action: Jasmine
4. Circulate details of Dashboard proposal. Being worked by Jasmine and Peter to simplify and automate as much as possible the data collection process. The current plan is to collect data monthly and make it available to relevant members and others, then do a quarterly report on major trends and insights to be published in the Valley Reporter. Work continues. **Action: Jasmine & Peter**
5. Plan follow up meetings for Steve Parker to meet Select Boards etc. to discuss zoning and related challenges for entrepreneurs growing a business in the MRV. In progress. **Action: Amy**
6. Dialog with LCRCC Chamber – to be covered in this meeting.
7. \$ objective for dues once the process is completed. This work has been completed and will provide both a conservative baseline for our 2018-9 budget and some stretch objectives. **Complete**
8. Directors to sign responsibilities document and return a copy. There are still some outstanding. Ginger has the file and will follow up. **Action: Ginger**

Financial Update:

1. The financial reporting rework is now all complete, with all categories aligned. YTD comparisons against budget are now done and were presented at the meeting. The report will be updated monthly.
2. As noted previously we will need to upgrade our QB package to integrate invoicing currently handled by FreshBooks, and once we have made that change it will further simplify things in other areas.
3. Current position is positive. We are ahead on dues significantly, while Operations are slightly over budget due to some one-time costs to update the financial reporting and some items for the Visitors Center.
4. Ginger did manage to cancel the mailing machine lease and received a refund, and the lease has ended on the copier, which will not be replaced. These changes will reduce ongoing operating expenses.
5. Accounts Receivable is under \$2k. It has become clear that most of the problem we have had in the recent past have been the result of incorrect and missing invoices to our members.
6. A first pass at the 2018-19 budget has been prepared by the ED and the Treasurer and reviewed with the Executive Committee. It will be sent to the full Board by email for comments. **Action: Roger**
7. In terms of our plans for the new dues – to be renamed Investments – structure and benefits, Jasmine expects to start meeting with members around the end of April, early May to get feedback to help fine tune the overall plan.

Membership Update:

1. Jasmine and Ginger have been working on the design of the benefits that will be aligned with the new Investment levels and making preliminary plans for how these benefits will be delivered, and their cost.
2. Kyle is working on the new membership brochure draft. It will be ready next week, and we will finalize it at the Retreat on the 26th. It will then be used at our initial meetings with members.
3. The overall approach will be matching benefits as closely as possible to the needs of different types of members, while giving members a choice of the membership level that works best for them. The intent will be to focus on delivering value to members and being able to demonstrate to prospective members the benefits of joining.
4. Jasmine advise that the LCRCC has offered to make a specific membership package available for one of our membership levels, providing access to some services and support that we don't have in our current scope.
5. The intent ongoing will be continuing review of the relevance of benefits, and the cost/benefit for the member and the Chamber budget.
6. The 2018-19 budget has been prepared based on a conservative view of how the first year will roll out and recognizing that the overall change will be up to a 3-year process.
7. Some ideas were discussed:
 - a. A referral bonus of some kind for an existing member introducing a new member who joins.
 - b. Promote success stories of how new benefits have helped members.
8. The communication plan will be discussed at the Retreat.
9. We are keeping the details of the membership levels and benefits confidential to the Board for now, until we have a chance to dialog with some members, then update and finalize the plan.
10. It was discussed that one of the roles of the Chamber is to recognize where the biggest gap is in the local economy (visitors, residents, opportunities for employment, opportunities for business), and work on strengthening that. Then, be able to recognize when the need shifts to another area, and work on that. This aspect could be the basis of a MyView article.
11. An idea to encourage visitors to follow through on suggestions from the Visitor Center for places to stay, eat, buy stuff etc., is to have center staff give guests cards with coupons on them, in exchange for an email address. The guest redeems the card at the referred business, and the business knows it was a visitor center referral. A win-win! To be thought through. **Action: Jasmine & Ginger**

Non-dues Revenue

1. An idea for further discussion is to have an annual signature event that is a fund raiser. Many Chambers do something like this.
2. Provide the opportunity for “Individual Contributions” with some appropriate recognition, for individuals who want to “Invest in the Valley”. To make this work we probably need to also have a 501(c)(3) sister organization to allow contributions to be tax deductible. Roger will look into to what is involved.

Action: Roger

3. Sponsorships. The idea is a program we can offer to big brands who may want exposure to our local and visitor audience, and who are willing to pay to appear on our website, newsletters, sponsor events etc.
4. The action plan is to work on various ideas in Task Teams as follows:
 - a. Individual Contributions: June & Jack
 - b. Sponsorships: Ana & Lori
 - c. Grants for specific initiatives: Jim & Kevin
 - d. Signature Event(s): Amy & Ana

Jasmine will close the loop with Jim & Kevin. **Action: Jasmine**

We will target to review progress at the regular May meeting. **Action: Teams**

Trails Collaborative Update:

1. All three towns confirmed their financial contributions to the project at the Town Meetings.
2. The Chamber role has been the conceptual approach, the design, and helping communicate the importance of the project.
3. The Planning District is leading the overall project and doing a superb job.
4. Joshua Schwartz from the Planning District and Jasmine met with Wood and Wood to discuss the design. The dialog with Sparky resulted in an even better approach for the kiosk design, with options to fit the available budget. The various partner organizations are now reviewing the updated proposals.
5. The hope is to break ground in June.
6. One of the exciting outcomes to this collaboration, is that the Trails organizations have agreed that the new MRV logo should and will get the prominent billing on all the signage. This is the beginning of unified branding! The plan is to continue to roll the approach throughout the Valley in other placemaking and wayfinding signage efforts.
7. Following a suggestion, Jasmine will email all members with the link to the Dropbox where they can download the new logo and text with various layouts. **Action: Jasmine**

Other updates:

1. Amy noted that the Waitsfield Select Board, Planning Commission, and possibly the Development Review Board and the Conservation Commission, members have agreed to have a joint Leadership Retreat that Amy and others will be facilitating.

Adjournment:

1. Moved by Lori seconded by Amy. Carried. Meeting adjourned at approximately 1:00 p.m.

Next Meetings:

1. The next Board Meeting will be the Retreat with Kyle at The Bundy Modern from 10 a.m. to 2 p.m. on Thursday April 26th.
2. The next regular Board Meeting will be Friday May 11th from 11:00 a.m. to 1:00 p.m. at the Mad River Taste Place.

Minutes submitted by Peter MacLaren, Secretary

Open Action Items:

1. Next steps with membership and naming. **To be addressed along with the development of membership and dues plan with Kyle Sexton**
2. Work with SB and MRG on replacement for Ski the Valley for next season. **Action: Jasmine**
3. Finalize Dashboard plan. **Action: Jasmine & Peter**
4. Plan follow up meetings for Steve Parker to meet Select Boards etc. to discuss zoning and related challenges for entrepreneurs growing a business in the MRV. In progress. **Action: Amy**
5. Directors to sign responsibilities document and return a copy to Amy. There are still some outstanding. **Action: Ginger**
6. 2018-19 draft budget to be sent to the full Board by email for comments. **Action: Roger**
7. Visitor Center coupons for member referrals. To be considered. **Action: Jasmine & Ginger**
8. 501(c)(3) organization to allow "Individual Contributions" to be tax deductible. **Action: Roger**
9. Brief Jim & Kevin on non-dues revenue Task Team action plan. **Action: Jasmine**
10. Non-dues revenue: **All designated team to provide updates at May meeting.**
11. Email all members with the link to the Dropbox where they can download the new logo. **Action: Jasmine**

Ongoing Reminders:

1. Invite a friend to ED Coffee mornings. **Action: All**
2. Suggested speakers for Coffee Mornings. **Action: All**
3. Personal Interaction with members. **Action: All**
4. Encouraging new members to join. **Action: All**
5. Let Jasmine know ongoing of any critical member meetings that need to take place. **Action: All**

Deferred items:

1. Exchange ideas with Karen Nevin.
2. Valley Vitality Fund.