



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

Present: Peter MacLaren, Roger Nishi, Lori Klein, Jim Tabor, Kevin Begin & Ted Fisher.  
Also, ED Jasmine Bigelow, Membership Services Coordinator Ginger Berkelhamer

Apologies: Amy Todisco, Brad Long, Jack Sharry, Ana Dan

The Board meeting was called to order by the Secretary, Peter MacLaren (in the absence of Chair Amy Todisco) at 11:03 a.m. at the Mad River Taste Place Board Room. He expressed our thanks for the use of the room once again.

A quorum of 6 Directors was declared by the Chair.

**Minutes of prior meetings:**

1. Moved by Lori that the minutes of the June 15th Board meeting be accepted as circulated, seconded by Kevin. Carried. The minutes are posted on our website.

**Action Item Updates:**

1. All action items not dealt with here or later in the meeting are included at the end with their current status.
2. Visitor Center coupons for member referrals. Jasmine and Ginger have reviewed and have concluded that there would be more issues than benefits. We will not pursue this idea. Closed.
3. Opportunities for conferences that would be hosted across multiple Chamber members. The first meeting has been held with several interested parties and an action plan has been agreed. Will be reported ongoing in the Director's report. Closed.
4. Kevin to work with Ginger to fine-tune membership presentation approach. The work is ongoing, and Jack is also helping. This item is deemed Closed.
5. Ask Ted to invite Diane Forester to represent him as his delegate if he unable to attend Board meetings. Discussed at this meeting and Ted has agreed to arrange a delegate when he is not able to come. Closed.
6. Bylaw revisions have been finalized by Peter and have been sent to all Board members. There were no further comments at this meeting, and the package is now ready for approval at the Annual Meeting. Closed.

**Financial Update:**

1. The Treasurer, Roger, presented the proposed budget for 2018-19 that he and Jasmine had prepared.
2. Key points to note are that the budgeted member investment revenue is consistent with the current run rate and the expenses have been fine-tuned to provide a balanced budget, in contrast to the last two years when we dipped into reserves.
3. Discussion took place around the need for stretch goals in terms of bringing in new members and encourage additional investment from existing members by delivering additional value to them. Jasmine confirmed that her personal objectives as approved by the Executive Committee were exactly along those lines.
4. All agreed that we need to use at least some of the potential upside to start re-building reserves.
5. Roger moved that the budget for 2018-19 be adopted. Seconded by Jim and carried.

6. YTD financials had been distributed to the Board prior to the meeting. We are currently projecting between a \$20k and \$30k contribution from reserves, slightly more than budgeted.
7. The treasurer was asked to include in the year-end report the major reasons for the deviation from the original 2017-18 budget. **Action: Roger**

#### **Membership Update:**

1. The Membership Report was distributed before the meeting.
2. Jasmine and Ginger are continuing to receive excellent feedback from their member visits on our plans.
3. Adjustments are being made ongoing to the presentation of the membership investment levels based on member feedback, to make the member benefits as clear as possible.

#### **Director's Report:**

1. The ED's key Goals for the coming year have been agreed in principle with the Executive Committee. They encompass:
  - Membership investment growth and membership number growth.
  - Website unique visits growth
  - Visitor Center opening hours growth
2. The goals are aligned with the key priorities in the Strategic Plan, and Jasmine will tie these goals and associated Social Media and other secondary goals into the specifics of the Marketing Plan. **Action: Jasmine.**
3. Jasmine noted that the updated Social Media plan has posts scheduled at least a month ahead, which makes the process much more efficient. These posts will be complemented by proposed posts sent in by members.
4. The Marketing Report was sent all Directors ahead of the meeting, and the key metrics are showing good progress.
5. The final version of the Marketing Plan will be shared with the Executive Committee by 1<sup>st</sup> of August for their comments, ready to be distributed as part of the Annual Meeting package on August 6<sup>th</sup>. **Action: Jasmine**

#### **Annual Meeting Plans:**

1. The date is now firm for Thursday September 6<sup>th</sup> at the 1824 House. Guest speaker is confirmed.
2. A save the date will be sent to all members in the coming week.
3. As noted above the Annual Meeting package will be sent to all members by August 6<sup>th</sup>, consistent with the 30 days' notice required by the Bylaws.
4. After some discussion it was agreed that it is NOT practical to also host a "Valley Update Forum" this summer. We agreed it is still a very important forum to organize, however the November timeframe seems a more realistic approach. It should also be possible to live stream on Facebook courtesy of MRVTV, which will allow second homeowners to tune in. Ted indicated that the Gatehouse at Lincoln Peak could be made available for a mid-week event. To be addressed after Annual Meeting work is completed. **Action: Jasmine**

#### **New Business:**

1. The evolved website is basically complete, with some ongoing fine-tuning still to be done for the Newsletter blogging. Approaches for including sponsored content have been drafted and will be finalized as noted in the action item update below. Still to be done are automatic Calendar feed-ins from Valley Arts and Mad River Glen. Technical discussions with both organizations are ongoing.
2. Ted reported that the Friendly gathering went very well, with no apparent issues or noise complaints. From all reports the attendees created lots of retail demand and some lodging. The organizers left Mt Ellen in pristine condition.

**Adjournment:**

1. Moved by Lori seconded by Jim. Carried. Meeting adjourned at approximately 1.27 p.m.

**Next Meeting:**

1. The next regular Board Meeting will be Friday August 10th 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. Ski the Valley for next season. **Action: Jasmine**
2. Roll out of Dashboard including additional elements. **Action: Jasmine**
3. Email all members with the link to the Dropbox where they can download the new logo. Will be done in the next newsletter. Closed.
4. The YTD comparison is now included in ongoing financial reporting. Closed.
5. Gather quotes from members and add to the member section of website. Some comments have already been collected and will be included in newsletters. This approach will now be an ongoing process. Closed.
6. Complete consolidated Marketing Plan now planned for end July. **Action: Jasmine**
7. Do a media outreach to “announce” updated website when ready. Getting close to ready and will be done soon. **Action: Jasmine**
8. Updated media contact list. Still in progress. **Action: Jim & Jasmine**
9. Media kit that will be linked from our website. Still in progress. **Action: Jasmine, Jim & Peter**
10. Newsletter item asking for great photos of the MRV. Will be done in next newsletter. Closed.
11. Sponsorships. How sponsors could appear on our website in various ways to be discussed with Jackson to finalize a plan in that regard. Preliminary proposals have been developed and discussed. Details still to be finalized. **Action: Ana & Peter**
12. Promote VACCE Dental and Vision insurance to members. Will be rolled out in upcoming newsletters tied in with renewal dates for plans. Closed.
13. Add summary of the membership levels and a la carte pricing for add-ons. As noted above, the details are being fine-tuned ongoing and the brochure will be updated in due course. Closed.
14. Ana to speak with Peter Boynton. No update as yet. **Action Ana**
15. Kevin to participate in a meeting with Cabot. Still to be done. **Action Kevin & Ginger**
16. Reach out to other Stowe businesses to get their perspective on the impact of the Alchemist opening. **Action: Jasmine**
17. Plan a Mad River Valley outreach during the opening month of Lawson’s. **Action: Jasmine**
18. Update the relevant Association members on new membership details. This is being done. Closed.
19. Include in the year-end report the major reasons for the deviation from the original 2017-18 budget. **Action: Roger**
20. Tie ED goals into the specifics of the Marketing Plan. **Action: Jasmine**
21. Plan for “Valley Update Forum” in November. **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.