



MAD RIVER VALLEY CHAMBER OF COMMERCE

Mad River Valley Chamber of Commerce Board of Directors Meeting Minutes July 19, 2019

In attendance:

Board Members: June Anderson, Mimi Buttenheim, Ana Dan, Lori Klein, Brad Long, Peter MacLaren, Jack Sharry, Jim Tabor

Guests: Diane Forester, Kris Merchant

Chamber Staff: Eric Friedman, Ginger Berkelhamer

Apologies: Kevin Begin

Meeting Opening

- 9:00 am-Peter opened meeting; welcomed Diane from Sugarbush to the Board.

Financial Statement

- Need to reach \$147,000 in revenue; confident we will get there
- Mimi asked about Vace Heath Insurance and commissions.
- Eric said he would be putting together monthly reports to send to entire board.

Membership Report

- Eric visited 85 businesses to connect and hear their stories; sharing their stories on social media.
- Looking for a \$10K increase in membership revenues.
- Membership group ideas: Youth, Makers, Telecommuters.

Director's Report

Marketing

- Warren 4th of July Parade was a huge success; great numbers of people who viewed the parade online.
- Eric is finding businesses that focus on a niche do much better.
- Speaking with Bourne's Energy about sponsoring MRVCC Annual Meeting

LOT Updates

- Chamber believes there needs to be investment in the community, and it is up to the LOT commission to educate and work with the community on how and where to invest the money.
- Discussion

Board Governance

- Peter had discussions with two people about the possibility to fill the 12th Board seat. Neither is available at this time; 12th Board member is to remain open

Meeting Adjourned

- Motion to adjourn; Lori moved, Jim 2nd; all in favor

Meeting closed at 10:27am

Next meeting

- Before the Annual Meeting.