

**Mad River Valley Chamber of Commerce**

**Board of Directors Meeting Minutes**

**May 1, 2019**

**In attendance:**

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

Chamber Staff: Jasmine Bigelow, Ginger Berkelhamer

Guests: Eric Friedman, Diane Forester, Chris Merchant

**Meeting Opening**

* 1:09-Peter opened meeting; welcomed everyone; all participants made introductions

**Approve Minutes of Last Meeting**

* Peter-Motion to Approve; Lori-2nd; all in favor. Motion passed

**Action Items**

* None to discuss

**Financial Statement**

* Down $6000 from last year; some related to FLO work
* No questions.

**Membership Report**

* No questions.

**Director’s Report**

**Marketing**

* Working on web stats and increasing visits to the site. This month was down but is an indicator of not sharing content directly from our site.
* Professional SEO work has come to an end; didn’t perform as well this month; people not looking for search words.
* Referrals are down; members need to link to our website

**Content**

* Filmed 3rd episode of MRV Reality; wrote many blogs.

**Transition**

* Everything is advancing well; organizing files for incoming ED next project.
* Will draft a budget for next year

**Task Team Updates**

* **Retail**
  + Met with roughly 15 retailers; identified three areas of focus: co-op advertising, wayfinding signage and success network.
  + Co-op ad moving forward
  + Signage – town laws are prohibitive, but will ask people to help
* **Restaurants**
  + Meeting was lightly attended.
  + Two areas identified to work on: collaborate with Robin Morris on Taste Week and “Dine Around the Valley” loyalty program
* **Ski Industry**
  + Very good season; skier visits up; getting ready for wedding season.
* **Short Term Rentals/Sales**
  + Focus is on asking vendors to invest in the growth of the inns and restaurants. Ask them to be partners.
* **Volunteers**
  + Reached out to Harwood; working with Ginger.
  + Mimi suggested it being part of membership to give incentives. Jasmine thinks it’s a good idea. Lori suggested give something or give your time.
* **Photography**
  + Built a list of seasonal photos. Need to decide how to use them. Discussion about charging.
* **Public Relations**
  + Had a meeting with Sugarbush and Mad River Glen and agreed to cooperate with media requests.
  + Created a media center on our website.
  + 3 story ideas:
    - Mad River Renaissance
    - 3 Great Mountains, 1 Real Valley
    - Still Real Vermont
* **Events**
  + Everything is in a good place. Need to work on Chamber Annual Meeting, VT Outlook Event, Mad Masters and next Community Forum

**LOT Updates**

* 3 public sessions were held to give the community a chance to give feedback
* Next steps are to take the feedback and reorganize
* Areas of focus are Housing, Transportation, Recreation, Destination Marketing
* May 29th will be a community conversation at American Flatbread
* To be voted on Town Day 2020

**Board Governance**

* Motion to extend Peter’s term to finish August 2020-Lori motion, Jim 2nd, all in favor, motion passed
* Motion to approve slate of officers for 2019/2020 to be approved at the Annual meeting:

1. Ana Dan as Vice Chair
2. Jack Sharry as Secretary
3. Treasurer, TBD

* Lori motion, June 2nd All in favor, motion passed
* Motion to recommend for approval at annual meeting an increase in maximum board members from 11 to 12. June motion, Ana 2nd, all in favor
* Discussion, motion not passed.

**Meeting Adjourned**

* Motion to close meeting, Jack 2nd, all in favor

**Meeting closed at 2:43pm**

**Next meeting**

* Follow up to Board Retreat in June.