



**Mad River Valley Chamber of Commerce
Minutes of Annual Meeting
September 10, 2019
The Big Red Barn at Lareau Farm Inn**

Present: A quorum of approximately 50 members of the Mad River Valley Chamber of Commerce

Meeting Chair: Peter MacLaren

Meeting was called to order by the Meeting Chair at 5:50PM

1. The Board Chair, Peter MacLaren, welcomed everyone to the meeting. He commented how thrilled he and the Board were to have Eric Friedman as the new Executive Director, and expressed his thanks to our prior Executive Director, Jasmine Bigelow.
2. Approval of the 2018 Annual Meeting Minutes as published with the meeting notice was moved by Kurt Gruending, seconded by Marie Leotta. Carried unanimously.
3. Proposed budget – Peter MacLaren:
 - a. Outgoing treasurer Roger Nishi could not attend the meeting to present the budget and sent his apologies.
 - b. The budget was distributed on the website with the meeting notice. It had been set to be conservative on the basis of generating more revenue through memberships, and with a plan to exceed the revenue to allow us to provide better service for our members and expand marketing of the Valley.
 - c. A question was asked about grants for events. Peter responded by saying we had been phasing out event grants due to our limited financial resources at present, however we would be offering marketing assistance to event organizers.
4. Revision to Bylaws
 - a. The proposed change was to increase the maximum number of Directors from 11 to 12. Also, some minor clean up items. The proposed updates were distributed with the meeting notice.
 - b. It was noted that we were not nominating a 12th Board member at this time.
 - c. Adoption of the updated Bylaws was moved by Lori Klein, seconded by June Anderson, and approved unanimously.

5. Election of Board of Directors and Officers

- a. Roger Nishi is stepping down having served for a total of six years on the Board, and latterly as Treasurer. Peter thanked him for his hard work on the Board. Kris Merchant also of WCVT was nominated to replace Roger as it is customary to have a representative of WCVT on the Board.
- b. Ted Fisher, due to scheduling conflicts, has resigned from the Board. Peter thanked him for his contribution over the last four years. Diane Forester of Sugarbush was nominated to replace Roger as it is also customary to have a representative of Sugarbush on the Board.
- c. Ana Dan was nominated as the new, and first, Vice Chair and with the intent that she will step into the role of Board Chair next year after Peter terms out.
- d. Mimi Buttenheim had graciously stepped up to be nominated as the incoming Treasurer.
- e. Jack Sharry had agreed to continue in the role of Secretary.
- f. Peter noted that the Board had asked him to stay on as Chair for an additional year and extended his term by one year, as permitted in the Bylaws.
- g. All other Directors will continue, noting that Brad Long was being nominated for his second 3-year term.
- h. The slate of Officers and Directors was moved by Sue Hans, seconded by June Anderson and approved unanimously.

6. Executive Directors Report – Eric Friedman

After a welcome and thanks Eric related his history and experience with chamber leadership and expressed his excitement about taking the job.

He discussed the positive momentum in the Mad River Valley and new businesses are opening or expanding & Investments are being made.

He noted how the Valley is more unified than it has ever been and cited examples. He said that there was a solid foundation laid by the Board, Ginger & Jasmine. He then proceeded to detail this foundation how the Chamber has been totally re-imagined and how they embarked on an in-depth analysis of how best to serve its members and the community. They developed a focused strategic plan and a new membership investment structure that has resulted in growing membership, revenues and momentum.

Eric said that the Chamber is poised to take advantage of that foundation and to grow and that membership is already up and he noted the recent new members; The Store, Localfolk Smokehouse, Aloha Massage, 40Bridge, Willem Jewett Esq & Titlee, Noah's Fizzy – Junior Membership as well as the upgraded members; Bourne's Energy, Bridges Resort, Mad River Barn, and the 1824 House.

He reiterated the Chamber's Strategic Plan and its 3 Platforms;

- Brand Equity
- Destination Marketing
- Unity

He then asked for members help to achieve the goals and thanked them for their engagement and support. A Q&A period followed.

7. The Board Chair, Peter, thanked everyone for coming and invited everyone to stay for drinks and for those who had reserved to stay for dinner.
8. A motion to Adjourn was moved by Brad Cook, seconded by Keith Berkelhamer, and carried. The meeting adjourned at 6:40PM.