



MAD RIVER VALLEY

CHAMBER OF COMMERCE

Mad River Valley Chamber of Commerce Board of Directors Meeting Minutes February 5, 2020

In Attendance

- Board Members: June Anderson, Kevin Begin, Ana Dan, Diane Forester, Peter MacLaren, Kris Merchant, Jim Tabor
- Guests: Suze Edwards, Anna Nasset
- Staff: Ginger Berkelhamer, Eric Friedman
- Regrets: Mimi Bittenheim, Lori Klein, Jack Sharry

Meeting Opening

- 10:01- Peter opened the meeting.
- Eric introduced Anna who expressed interest in joining the Chamber Board.
- Eric introduced Suze who is excited to join the Board.
- The Board members introduced themselves.

Approve Minutes of Last Meeting

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

Action Items

- Jack wants to step down as Secretary; looking for a replacement.
- Vote to approve Suze Edwards to the Board; Peter motioned to approve; Jim 2nd, all in favor. Motion passed.

Financial Statement

- Looking at a slight loss, but new memberships might close the gap.
- Looks good going forward. Objective would be to break even at the end of the year and not dip into reserves.
- Discussion

Director's Report

Highlights

- Co-op advertising print panel went well.

- Second panel of digital/radio outlets happening at the end of February.
- Retail meeting attended by some excellent owners; agreed Co-op advertising is a good investment.
- Mad River Valley Today; weekly show between Sugarbush & Mad River Glen. Getting roughly 5,000 views per week.

Operations

- Visitor Center and Volunteers; Looking to attract a few more volunteers who are tech savvy. Discussion
- Social Media and Website Content.
- Coordinating with Ryan Diehl on a website for easy access to experiences in the Valley.
- Monthly programs recorded and viewed many times.

Membership Update

- Thanks to Ginger for her effort and results.
- We anticipate getting two new members per month going forward.
- People are seeing what we are doing and gaining interest.

Sugarbush Update

- Alterra here to support and not take over.
- Change to reservation system

WCVT Update

- Received a grant to create space for Veterans to go for medical attention in Bristol.

Meeting Adjourned

- Motion to close meeting, June 2nd, all in favor

Meeting closed at 11:38 AM

Next meeting

- May; Will send a doodle poll.