



MAD RIVER VALLEY CHAMBER OF COMMERCE

Mad River Valley Chamber of Commerce Board of Directors Meeting Minutes November 13, 2019

In attendance:

Board Members: June Anderson, Kevin Begin, Ana Dan, Lori Klein, Peter MacLaren, Jack Sharry, Jim Tabor, Mimi Bittenheim

Chamber Staff: Eric Friedman, Ginger Berkelhamer

Regrets: Brad Long, Diane Forester, Chris Merchant

Meeting Opening

- 12:01-Peter opened meeting; Summarized feelings out in the community since Eric has started.

Approve Minutes of Last Meeting

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

Action Items

- None to discuss

Financial Statement

- Everything entered in QuickBooks, so things should be tightened up.
- Relatively in good shape; objective is to build up reserves.
- Kevin questioned why the \$20K was “restricted”. Peter answered that it is subject to use by Board decision.

Director’s Report

Highlights

- Bourne’s Energy and MRVAS-great connection.
- Instagram and Facebook engagement increase.
- Buy Local Campaign.
- Website content improving to make visitor experience better.
- “Conversations from the Tailgate”; video vignettes with businesses around the Valley.
- Mad River Valley Today; weekly show between Sugarbush & Mad River Glen.
- Norwich and Tiny House Festival; big wins for The Valley and the Chamber.

Operations

- Visitor Center and Volunteers; 3-4 committed, will ramp up efforts for spring/summer.
- Social Media and Website Content.
- Monthly programs recorded and viewed many times.

Outreach

- Harwood; student program; Future Leaders.
- Revitalize Waterbury
- Central VT Job Fair
- Tourism Recreation Meeting
- Legislatures Meeting

LOT Update

- On hiatus; vote is put off until next November.

Membership Update

- New point system makes sense; makes it easier to understand.
- Fewer businesses leaving the Chamber; more being added.
- Discussion: how the Board can help with new membership.

Board Involvement

- Eric talked about Bob Harris' view about Board responsibilities; set the vision.
- Discussion on becoming a 501(C)(3); need a compelling reason
- Focus on building reserve fund.
- Discussion on "golden handcuffs."

Meeting Adjourned

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

Meeting closed at 1:50 pm

Next meeting

- February 5, 2020 at 10am at The Taste Place.