



Mad River Valley Chamber of Commerce
Board of Directors Meeting Minutes
August 11th, 2020

In attendance:

Board Members: Peter MacLaren, Suze Edwards, Lori Klein, June Anderson, Diane Forester
Chamber Staff: Eric Friedman

Apologies: Jim Tabor, Jack Sharry, Mimi Buttenheim, Kevin Begin

Held using Zoom video conferencing.

Meeting Opened at 9:35 AM

Minutes

- Approval of the minutes of the July 28th Board meeting was moved by June, seconded by Lori and carried.

Executive Director Updates

- Annual Meeting notice has been sent out on time. Further details are being added to the information on the website. Meeting will be Wednesday September 9th by Zoom.
- Eric plans to work with local restaurants doing take out and local alcohol purveyors to offer take-out specials to be enjoyed during the virtual social time before the meeting and dinner after.
- The budget has been finalized and published with the meeting notice.
- Eric, Mimi and Karen (our bookkeeper) have made good progress on approach for financial and cash management and reporting, which should facilitate easy tracking to budget ongoing.
- The Visitor Center is “open” most days, currently staffed by Eric. Visitors are met at a table at the open door, and do not come inside. There is significant traffic. June offered again to help with the info packages for visitors.
- Eric has some preliminary ideas for a remotely staffed real-time virtual guide staffed by volunteers at home.
- Given the hope that the Rec District and Mad River Path staff people may move to the Center, Eric plans to rename to “Visitor Center and Trail Hub” given that many of the questions visitors are asking about are Trail related.
- The Stowe/Waterbury collaboration is going well, with some MRV activities getting mentions in their blogs.
- Eric continues to revamp the MRV website to add more of an “Activity” focus.
- In the coming year he hopes that we will be able to add more members in the Construction, Professions and short-term rentals sectors.

Other Updates

- Sugarbush plans to go ahead with Community Day on Indigenous Peoples/Columbus Day weekend as usual. The format will be adjusted to accommodate social distancing.
- Plans for ski season at Sugarbush are proceeding, and they hope to be able to provide more detailed information by Labor Day.
- There are lots of visitors in the Valley, and some businesses are doing well, although others are still challenged including lodging.

Motion to adjourn moved by June, seconded by Lori.

Meeting adjourned at 10:45 AM.

We will meet again **on Tuesday August 25th at the updated time of 9:30AM.**

Minutes taken by Peter MacLaren