



Mad River Valley Chamber of Commerce
Board of Directors Meeting Minutes
July 14th, 2020

In attendance:

Board Members: Ana Dan, Peter MacLaren, Suze Edwards, Lori Klein, June Anderson, Kris Merchant, Mimi Bутtenheim, Jim Tabor, Diane Forester

Chamber Staff: Eric Friedman

Apologies: Kevin Begin, Jack Sharry

Held using Zoom video conferencing.

Meeting Opened at 10:10 AM

- Approval of the minutes of the June 15th and June 30th Board meetings were moved by Jim, seconded by Ana and carried.
- Following up Social Justice issue. The notes from the very constructive phone discussion among Eleanor D'Aponte, Mimi, Jack & Peter had already been circulated to the Board. Following further discussion moved by Peter and seconded by Jim that the Executive Director should plan to host a business education session on the importance of respecting and welcoming all aspects of diversity in the Mad River Valley. Carried.
- Finances. Our current cash position is manageable. Eric has been doing "triage" on accounts receivable of investments due from members. He will reach out to Board members for help with follow ups. The Board approved Eric's approach of being as flexible as possible with members who are financially struggling during the current crisis.
- The Executive Committee reported on the annual review with Eric held last week. The minutes had already been circulated to the Board. The full Board heartily concurred on a job really well done by Eric before the crisis and since.
- Some of the key objectives agreed for the coming year include ensuring financial stability, reviewing the current priorities for our members and planning work accordingly, helping develop a strong relationship between the Chamber and Alterra, and significantly improving the information presentation of the website and updating content as required. Also, to continue to explore the potential for sharing the Visitor Center with the staff of a couple of like-minded organizations, both to share costs and to help with the volunteer program.
- To address the website, moved by Peter, seconded by Jim that Eric be authorized to transfer up to \$5k from the CSP reserve to fund website updating by an appropriately skilled individual over the coming few months, under Eric's supervision. Carried. Eric advised that he had a candidate in mind, and Lori also will pass to Eric the name of another possible candidate.

- Potential new Board members. It was noted that at the end of the year in August Jim, Lori and Peter all term out after 6 years of service to the Board – thanks! There is also one Board vacancy. Matt from Mad River Glen, Mary from the Taste Place and Sean from 1824 House have agreed to be nominated at the Annual Meeting as incoming Board members. One other nomination is still being discussed. The Board agreed that these would all be excellent candidates.
- Agreed that the Annual Meeting be held as usual during the 2nd week of September. It will probably have to be virtual, however if a physical meeting is feasible both the 1824 House Barn and the American Flatbread Pavilion have been offered as locations. In terms of a keynote speaker the leader of one of the large skiers' associations was suggested and Eric will reach out to invite that individual. If that works, he will invite Win or Rusty from Alterra to make the introduction at the meeting.
- Our next meeting will be scheduled for 2 hours starting at 10:00AM on Tuesday July 28th. It will focus on reviewing the Strategic Plan priorities, approving the Budget for the coming year, agreeing on the final slate of Board nominations and finalizing the plans for the Annual Meeting. The meeting notice will need to go out to members in early August.

Motion to adjourn moved by Lori, seconded by Kris.

Meeting adjourned at 11:30 AM.

We will meet again next week **on Tuesday July 28th** at 10:00AM.

Minutes taken by Peter MacLaren