



Mad River Valley Chamber of Commerce
Board of Directors Meeting Minutes
November 16, 2022

In attendance: In Person - TJ Greenwood, Sean Kramer,

Zoom Attendance: Mary Tuthill, Anna Nasset, Susie Edwards, Stephen White, Mimi Buttenheim, Roger Nishi

Chamber Staff: Eric Friedman

Meeting at NEW MRV Chamber, Smokehouse building, junction of 100 and 17.
Meeting started at 3:02 pm, by Eric F.

Opening remarks from new Board President Sean Kramer - not much to report - looking forward to moving forward

Board Reports

Executive Director Management Report - Eric provided an update on the following:

- Move to new chamber home is complete - large focus of Eric's time over the past few weeks, lots of cleaning, organizing, purging. Chamber received sign permits for the building, Eric to get signage quotes. Sean encourages all board members to stop in and check out the new space.
- Steward MRV program is wrapped. Funding for next year \$7,500 from the towns. Need more money to pay for the program coordinator. Really hoping to get Tom back for another year.
- Next priorities are spending time on the holidays - especially retail sector
 - Posters w/ QR codes (done seasonally)
 - Stickers for #shopmrv, #eatMRV - more social media promotion
- Best of Rt 100 video links are done. Great assets for the community
- VOREC continues to meet once a week equaling a large time commitment. Current topics are parking & bridge permits
- Afghan settlement program - application for the families were rejected. Legal team to appeal that decision.
- Candidate forum prior to election - sent out congratulations to Kari Dolan and Dana Torre. Chamber will be working with them on upcoming legislation. Eric noticed a lack in small business needs questions being asked/addressed.

- Eric attended a meeting of the VT Chamber Association of Executives. 20 people in the group - 16 people attended. Other attendees are really impressed with the StewardMRV program as well as the Stand Up for Safety program.
 - Discussion around board member evaluations
 - Discussion around types of memberships to gain and retain (i.e. letting go of 1st year businesses)
 - Young Professionals network for 40 and unders - Eric thinking to implement for MRV Chamber

Membership Report: Discussion of new members since last meeting - Kenyon's being most exciting. Lost some members (TD Bank), but overall still doing better than most chambers with acquisition and retention. Eric asked that board members continue to find and recruit new members.

- Stephen W asked if there was a goal for membership. Eric would like to see 15% of revenue ~195 members. When Eric came onboard the chamber had roughly 140
- Stephen W asked about having a working meeting that gives all board members a list of businesses to reach out to. Eric currently working on customer relations software, when that is finished that might be a possibility.
- Sean K suggested targeting the farms/ag businesses
- Susie E suggested using Women's Initiative meeting group to see how many are members, those that are not, see if we can get them to join.
- Newsletter is currently getting 60% open rate. Newsletter is going to members and non-members
- Anna N asked about open board seats (2 seats still open) looking at Brian from MRV Real Estate for one
 - Sean K agrees that we should fill them if we have them - also agrees that a realtor would a good fit
 - Anna N to talk to Brian
 - Sean K thinks a 2nd home owner could also be a good fit, or short term rental person

- Susie E closing Sugarfish, Eric would like to see another retail member added

Financial Reports: New bookkeeping going well. Books are quite accurate and trending well. September = 60% of revenue. Have \$147,00 on the balance sheet, \$15,600 YTD. Receivables have been cleaned up.

Other: Stars/Star Kits are up on the website and social media - spread the word!

Date of next meeting: January 18, 2023 at 3pm

Motion to adjourn moved and seconded. Motion carried. Meeting adjourned at 3:57pm

Minutes taken by Mary Tuthill