



Mad River Valley Chamber of Commerce  
Board of Directors Meeting Minutes  
November 17, 2021

In attendance:

Board Members: Sean Kramer and Suze Edwards in person; Mimi Buttenheim, Kim Donahue, Ana Nasset, Mary Tuthill, and Roger Nishi by zoom

Regrets: Ana Dan, Dianne Forester, TJ Greenwood, and Matt Lillard

Chamber Staff: Eric Friedman

Meeting in person at Chamber's Bridge Street office and by zoom for those unable to attend in person.

Meeting started at 3:03 pm.

### Minutes

- Minutes from October 2021 reviewed. Motion to approve was moved and seconded, motion carried.

### Board Reports

#### Executive Director Updates:

- Sexual Assault Awareness Program held on November 12: The program was a great success with about 60 in attendance. The feedback was excellent and there were many positive outcomes. This is the first ski resort area to provide this kind of training to their local hospitality industry staff. There was top flight ski industry press in attendance which will show our community in a very positive light. Special thanks to Sugarbush and Mad River Glen for taking a leadership role and sponsoring this important and progressive program.
- stewardMRV Recreational Access Point Stewardship Initiative: Finalizing the end-of-season report for the program. Meetings currently scheduled with select boards in both Warren and Waitsfield and Fayston still to be determined. These meetings are setting in motion an ask for \$5K from each town to fund program in summer 2022 and beyond.
- VOREC Grant: Process is coming down the home stretch with many last minute meetings and efforts. The final application is due in a week, on November 24. We expect to hear the results by mid-January. Our potential move to the Smokehouse site is predicated on securing the grant.
- Afghan Refugee Resettlement: An immigration lawyer has been engaged and we will be working towards O1 visas for the families. Chamber continued working with Vermont Refugee Resettlement Program and Direct Aid International to garner

additional support.

- Ski Season Update Community Conversation on November 10: Chamber hosted John Hammond from Sugarbush, Matt Lillard from Mad River Glen and Sean Kramer, co-owner of the 1824 House Inn & Barn who represented the MRV Lodging Community. The group provided a pre-season report on how the season is shaping up and an update on operational plans and safety measures. Approximately 125 attended the video meeting.

- Visitor Center traffic in stick season has slowed to a trickle, but still we average between 2 and 6 people per day.

- Holiday Season Planning:

- 1) Focus in 2021 are activities in each of the MRV's neighborhoods with a cohesive package promoting each area.

- 2) Chamber will be selling "Star Kits", an initiative that was very successful last year. Wood again provided by Ward Clapboard Mill and prepped by Pomerantz Woodworking. Kits are going to be available on November 19. This year the Chamber added smaller 3 foot stars. A request was made for assistance in assembling the kits.

- 3) The Memory Tree initiative is also in planning stages. Proceeds from the sale of blue lights on the tree by the former TD Bank will support the stewardMRV program for the summer 2022 season. Combined with the Star Kits these efforts will work to illuminate the MRV for the holiday season.

**Financial Report:** Income Statement and Balance Sheet were presented and discussed. Hall & Holden will be doing Chamber's taxes again for the 2021 fiscal year.

**Membership:** No new members since our October 2021 meeting.

### **Other Business**

Reminder: Frequency of 2022 Meetings - Every other month starting in January.

Date of next meeting: 3<sup>rd</sup> Wednesday in January

Motion to adjourn moved and seconded. Motion carried. Meeting adjourned at 4:08.

Minutes taken by Roger Nishi.