



Mad River Valley Chamber of Commerce
Board of Directors Meeting Minutes
August 9, 2022

In attendance: Ana Dan, MiMi Buttenheim, Kim Donahue, Suze Edwards, Dianne Forester, Sean Kramer, Matt Lillard, Roger Nishi, and Mary Tuthill

Regrets: TJ Greenwood, Anna Nasset
Chamber Staff: Eric Friedman

Meeting at future home of MRV Chamber, Smokehouse building, junction of 100 and 17.

Meeting started at 3:06 pm, by Eric F.

Minutes - Minutes from May 18, 2022 reviewed. Motion to approve was moved and seconded, motion carried.

Board Reports

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

- Mad Social Marketing, a social media marketing consultant, hired on a three-month trial to hone our social media message on Instagram as well as Facebook. It is proving to be a valuable tool attracting visitors as well as showing improved performance and engagement for our members. Will re-up for another three months and possibly longer.
- stewardMRV, discussed Recreational Access Point Stewardship Initiative and the success of the volunteer team of 16 monitoring 23 locations. Special thank you to Tom Spencer, our program coordinator, on a phenomenal job.
- Best of Route 100 video project update.
- Women's Business Initiative held first meeting in late May with over 70 women attending. Next event is on August 31 at Lawson's Finest Taproom. Anna Nasset and Jenn Fleckenstein are heading up the administration of this program.
- Stand Up for Safety Program. Planning for 2023 and November workshop. Program has proven invaluable in generating interest in Chamber
- Afghan Refugee Resettlement update.
- MRV Housing Summit in late Fall.
- Retail Organization formed, developing a comprehensive retail advertising calendar and corresponding co-op advertising plan.

- Restaurant and Hospitality Buying Group, group created and is part of a statewide effort to develop a critical mass of restaurants and harness their collective buying power. Informational meeting on August 9 and the entire restaurant community has been invited.
- Visitor Center - Summer season has been very steady, averaging about 125 visitors per week. Special thank you to volunteer staff that has enabled us to have 7-day per week coverage throughout the season.
- VOREC Update

Financial Reports: Income statement reviewed. Projections for remainder of year look good.

Relocation of Chamber: Meeting at new location, Chamber mixer following with tours of grounds.

Annual Meeting Planning: Scheduled for Sept with SB Soaring and SB Airport hosting.

Board of Directors and Officers / Nominations for 2023: discussion on sectors to represent with 2 open seats.

Other: Marketing - continued main marketing focus in developing the foundation for ongoing social media, with the philosophy of “telling the stories” that differentiate the Mad River Valley.

Membership Report: New members - 1) Addison West, 2) Maysa School, 3) Emily’s Bar & Bistro, 4) vonTrapp Farmstead, and 5) One Day in July. Two members left the Chamber since last meeting.

Date of next meeting: Annual Meeting on September 20.

Motion to adjourn moved and seconded. Motion carried. Meeting adjourned.
Minutes taken by Roger Nishi.