

2022-07-19 Meeting Minutes

Board Members:

Jason Salter -
Laura Porzio - Present
Travis Gilbert- Present
Kim Hess - Present
Liz Machado - Present
Chelly Mack -
Steve Woods - Present
Chad Fowler -
Trish Palmer - Present

Guests:

Ken Freigher
Deena and Lon Tatum
Karina and Lani Bangay
Kelly Landry
Jeff Needleman

1. Call to order - 6:03 PM
2. Roll call / Introduction - guests and board members
3. President's Report - Meeting minutes are posted on the website
<https://palocedrochamber.org/board/about> - Not Current
 - a. Jason is out of town this month. Back permanently in August.
 - b. Taxes have been filed (990-N)
 - c. California Statement of Information has been updated
 - d. 199N as been filed
 - e. We now have online access to our Tri Counties Bank Account
 - f. Our board insurance has been renewed
 - g. Quickbooks online has been updated
4. Secretary's Report -
 - a. Picked up mail, distributed mail, and sent out Save-The-Date and reminder emails for the Presentation & Public Input Workshop hosted by Shasta County
 - b. Approval of the 4/19/2022 Minutes
Motion by Laura Porzio. Steve Woods Seconds. Motion carries.
 - c. Approval of the 5/17/2022 Minutes
Motion by Steve Woods. Travis Gilbert Seconds. Motion carries.
 - d. Approval of the 6/21/2022 Minutes

Motion by Travis Gilbert. Steve Woods Seconds. Motion carries.

5. Treasurer's Report -
 - a. Amount: Beginning \$16,066.74, Ending \$15,993.99
 - b. Paid
 - i. Paid Storage Unit Bill \$70.00
 - ii. *The 3 Board Members still need to meet up at Tri Counties Bank asap.*
 - iii. *Jason to assign email for Trish in QuickBooks*

6. Committee Reports
 - a. Envision Palo Cedro (Laura Porzio)

 - b. Envision Palo Cedro - Shasta County - July 16th update
 - i. *Jason's To-do list: Place a copy of the grant on the Envision website, Highlight - Timeline, and reach out to Adam and Paul - recommend improvement of communications*
 - ii. Explanation of July 16th Presentation & Public Input Workshop by Laura. Nice attendance and participation at both sessions. Adam started with the basics of zoning and then possibilities for future development. There is still some confusion with the Specific Plan. Some think that it's what is being built vs. having a plan on paper that explains what the future of Palo Cedro looks like. The community is still concerned with the grant and that it's giving the state control over any housing development requirements regarding the number of units. Adam and Paul from Shasta County will meet up to discuss the workshops. Further conversation entailed between the Board Members and guests. A few considerations regarding any future gatherings are: being able to hear the speaker, see the screen, have handouts, community awareness, and notifying KRCR and news media. The next step is to contact the state to see if the minimum allotment for housing can be lowered.

 - c. Board Of Supervisors and Planning Commission updates - Travis:
 - i. July 21st - 166 Homes Supervisor meeting at 3:00pm Board of Supervisors.
 - ii. David Fisher (In and Out Market) wants to upgrade the store and shopping center - Planning Commission meeting on Aug 11th.

 - d. Fundraising/Community (Show & Shine, Christmas, etc...) -
 - i. Halloween event – Truck or Treat at Holiday 2022 - Monday 3:00 - 5:30
 1. Jeff and Travis will co-chair. Liz and Trish will assist
 2. Call Ark Designs - he has property on the other side of Point S for possible location for food trucks
 3. Add vendors and food trucks to make it a fundraiser
 4. Need a map and flyers - Joey can print the map and flyers
 5. Business participation, Holiday, Joe, line up food truck location

- ii. Country Christmas - Need a chair person! Travis volunteered to chair the event. Kelly will pass along her notes. Things to plan for: 10-12 volunteers to get parking lot emptied and then directing traffic once the event starts. Have a Security presence to prevent what happened last year with teenagers in the stores causing a disturbance and smoking pot. Have a Christmas Tree walk. Vendors in the street if relocating to the Palo Cedro Park. Liz, Kim, Trish, and Karina will assist.

- e. Digital Sign. *Pat at McHale Sign Company estimates \$20K.*
 - 1. I checked to see if there is power at the Hwy 44 sign - there is Caltrans power nearby and it appears there are mounts for lights to illuminate the sign (was there power before?). *I need to explore more with Bishop Quinn.*
 - 2. Possible partner with Palo Cedro Park for the digital sign.

- f. *Plan for a car show - partner with the Palo Cedro Park - event in October. Plan in August.*

- g. Honeybee Festival September 24th and 25th. Travis is going to the Palo Cedro Park meeting to discuss Honeybee Festival at their next meeting on August 18th at the Grange Hall. Travis will look into getting a new sign for the 10x10 pop up. Approx \$120 - \$200. High School students to assist with the booth. Travis and Ken will create a committee for assistance with fundraisers and Travis is working to coordinate with Palo Cedro Park with each other's fundraisers.

Laura Porzio makes a motion to spend \$120 - \$200 to purchase a vinyl sign. Steve Woods Seconds. Motion carries.

- h. High Speed Internet (Jason Salter)
 - i. Starlink is a satellite driven resource new in the area. Starlink RV lets you skip the queue if you are waiting for Starlink Home:
<https://www.starlink.com/rv>

- i. Membership (Jason Salter)
 - i. Honeybee Festival – Signup booth with better value proposition. Pay \$50 at the event and then they are paid for 2022 and 2023. Look into Square to receive payments at the function. *Trish will research on what is required to sign up with Square.* Another option is to have a hot spot and a laptop that someone could use to sign-up for the Chamber while they are at the booth.
 - ii. Push in Fall for membership. Why do we join the chamber? What is the value of a membership? Are we giving value? How can we improve communication for the community? Consider changing the name of the Chamber to include the rest of the population. Include the word Community in our name.

- iii. *Kim will check with Jason to see if one of the spreadsheets populates when people join online so they automatically get added to the email list.*
 - j. Scholarships: 1 has been paid, the next we are waiting for Foothill to contact us.
- 7. Old Business
 - a. Update our Chamber Website with all the information. Banner across Deschutes. Welcome to Palo Cedro. Get our website information out to the public. There was a suggestion to post information at Holiday at the check out on the monitors. Set up a receipt to print to those who make an online Membership Payment. Get a list of those who have paid in 2022 and email them a receipt.
 - b. Chamber Support - August 18th - next Park meeting Grange Hall, 6PM - work on partnership.
- 8. New Business-
 - a. Storage - add pallets raise
 - i. Jason has room in his storage shed for the Chamber's material.
 - b. Choose a Business of the Month - Country Strong Fitness. *Karina will send Jason content and a photo to be posted on the website.*
 - c. Update the website calendar so that it can be a community bulletin board and to have information where citizens can turn to. It was suggested to have a committee to set perimeters on a new direction for the chamber. How do we drive traffic to the website? Need updated branding and mission statements to bring back life into the chamber. It seems like it's a mystery on what the Palo Cedro Chamber does and the value of being a member. An idea was brought up to hire a high school student to keep the website current. The committee could create a job description for a social media person, pay, time, responsibilities. Shasta College has a class and maybe that could be a resource.
 - d. Bringing businesses to Palo Cedro. Quality communication and how to market for quaint little business to come to Palo Cedro. Incentive for businesses to come here. Central hub for communication.
- 9. Public Comment - No comments.
- 10. Adjournment - 7:26 PM
 - a. **Motion to adjourn by Steve Woods. Travis Gilbert Seconds. Motion carries.**