

2021-02-16 Meeting Minutes

Jason Salter	Present
Kelly Lindblom	
Laura Porzio	Present
Shaffae Homayun	
Elaina Tupper	
Travis Gilbert	Present
Kim Hess	
Allen Cordy	Present
Liz Machado	Present

Jeff Needelman
Ken Freighter
Kelly Landry

1. Call to order: 6:04pm
2. Roll call / Introduction
3. President's Report: None. Next meeting may be in person. We'll look for a location that may be quieter but we can still spread out.
4. Secretary's Report -
 - a. Approval of the 1/19/21 Minutes
 - i. **Motion by Travis. Second by Liz. Motion carries**
 - ii. Laura is working on the membership letter for the January renewals. *She promises to have it done by the March meeting.*
5. Treasurer's Report - Shaffae is absent
 - a. Amount: \$5918.85
 - b. Bills for approval and cleared: **Travis Motions to approve \$35 a month for the next 6 months for storage. Liz seconds. Motion approved.** *Jason will work with Kelly Landry to see if we can switch units to the new Axner ones or, to at least combine the 2 current units into one.*
 - c. *Treasurer's annual report.*
 - i. *Shaffae will email the board the end of year treasurer's report by 12-22. Still waiting on the report and QB updates.*
6. Committee Reports
 - a. Envision Palo Cedro (Kelly Lindblom / Laura Porzio)

- i. The committee has continued to meet each week and is making progress. We are waiting on the county to clarify sewer issues. In the meantime we proposed that they apply for a CalTrans grant that another similar community applied for. The county felt they needed more time to apply so it was too short of a deadline but they are applying for another one.
 - ii. Board Of Supervisors and Planning Commission updates - Travis - PC got canceled on Feb 11th. Feb supervisors meeting didn't have anything to do with PC.

- b. Fundraising (Show & Shine, Christmas, etc...) - We may want to look at a virtual fundraiser. Cool April Nights has an event scheduled in 2022. Jason has heard of some places that are doing informal Show and Shines in 2021. If anyone hears of anything please let Jason know. Travis got a call from a Stephanie and she helps set up cruises but they just can't advertise it because that brings spectators. Chamber would like to do something, if we can, that could raise some funds and stay within the current guidelines. *Let's look into the possibilities.*

- c. High Speed Internet (Jason Salter)
 - i. Jason had a call with a Spectrum person and she explained that the build out is mostly done for PC but the way they plan for future build outs is based on demand. *Once we have clarification on what they'd need to hear/know, (Jason will follow up on that) we'd like to let the community know what to say and who to say it to.*
 - ii. Starlink is a new option to PC. SpaceX has been launching thousands of satellites for satellite internet. It is 100mb and looks to be promising for rural internet as long as you have a good view of the sky. Jason knows someone who already signed up to beta test right now so won't have full roll out until probably the end of the year. Should be about \$100 a month and mobile.

- d. Membership (Jason Salter / Shaffae / Allen) -
 - i. Allen is reaching out to the business community. In the last few weeks he's gone out and made 38 face to face contacts and has commitments for 10 new members. Allen will continue to reach out to folks and there is a lot of excitement. He has several people who want to help as well. He will create a list and send them invitations to a future meeting. Some business owners are not local so he will be persistent in getting in contact with them to get them in the directory. Jason has to manually add them to the website right now but is hoping that they can be added automatically. How do we keep members interactive with the website? Right now, they get emails about the monthly meeting but not a reminder to look at the website. *Jason could add to the monthly meeting reminder that they can go to the website and ask that they check their entry to ensure it is*

- accurate. Jason will make some FaceBook/Next Door Neighbor posts to welcome new members to our directory and the chamber.*
- ii. Liz will learn from Jason how to enter the business info into the website (Jason says it's easy). Liz will then post the link for the business directory to Next Door Neighbor and send it to Travis who will post it on Face Book so it can be more timely and Jason doesn't have to do it.*
 - iii. Need to keep businesses and people informed of why they should participate and the growth of the chamber so they see the value of joining. Is there a way we can see the activity, track the clicks, on the website so people can see how active it is? There is. Jason will figure it out.*
 - iv. Renewals are due in January. All Directors are current members!*
 - 1. Laura started the outreach letter and will have a draft to Jason in a few days. Not done. Will be done for sure next month.*
 - 2. Jason will do a brief blast email to the current members reminding them that dues are due this month then we will send a separate email to members and the community encouraging them to join once Laura and Jason have it written.*
 - 3. Business of the month - Jason will post that once he builds a button for that. We need content. i.e. a nice photo or short paragraph. Allen will collect that once Jason has built the button.*

7. Old Business

- a. Palo Cedro Chamber Sign on 44 - The letters are being kept at the feed store so people have access to them.
 - i. The top of the sign needs to be redone as it is unreadable.*
 - 1. K. Landry will let us know when Tom at Wonderland Signs gets back to her with a quote for a digital sign. She is following up with him.*
 - 2. Laura will stop by and see if Ken at the Tire Store remembers who did the last sign. Ken said that it was probably Bill at SignPro or McHale Sign Company on airport. He helped install it but not purchase it so wasn't sure. He suggested someone also talk to Raider as they have a graphic printer and plotter and may be willing to do it or donate it. We'd love to offer them a membership as well. Ken said he will look at the Chamber website and look into becoming a member again also. Laura will talk with Kelly Landry about checking with Raider to see what they are comfortable with, if anything. Allen will check with SignPro and see if they have the old artwork. Jason will check with McHale.*
- b. Chamber Support -
 - i. Celebration of North State Wine to support the PC Park is April 17th this year. It is a drive-thru dinner and live online auction on the 17th. There*

will be a silent online auction April 12th-18th. Tickets can be purchased and more info will be at www.pcpark.org. You can now purchase tickets online.

- ii. Updates to Chamber website needed: Board member pictures, Jason to add PC Park event to calendar, download minutes for recent meetings, and discuss the sign up for newsletter button and changing that to the featured businesses button. *Jason and Elaina (calendar) will work on updating those things.*

8. New Business

- a. Media manager - Liz and Travis will cover this for the website, FB and Next Door Neighbor. .
- b. Sign usage - How are we going to manage it?
 - i. Community groups can use it if we aren't. They should contact Kim and Elaina. *Jason will make an email for the sign that forwards to Kim and Elaina for people to use to request a message on the sign. Jason will share that email with K. Landry so she can let community members know as well. The PC Park can continue to put events on the sign with date ranges that Kim and Elaina confirm beforehand. Laura let them know.*

9. Public Comment - none

10. Adjournment - 7:07 PM

- a. **Motion to adjourn by Laura. Second by Liz. Motion Carries**