

# 2022-09-20 Meeting Minutes

## Board Members:

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

## Guests:

Deena and Lon Tatum  
Lani Bangay  
Kelly Landry  
Jeff Needleman  
Elaina Tupper  
Terry Tupper  
Ron Holmstrom  
Eric Mortenson  
Kathy Lefebvre  
Brian Chalmers  
Joey Ortez  
John Gebauer  
Hank Slowik  
Liz Slowik  
Heather Jensen  
Duane Shamblin  
Laura Tedder  
Wiamie Robertson  
Shannon Carter  
Anna Tavalero  
Jeff Schori  
Nick Reiser  
Dan Nordstrom  
Joe Gagliardi  
Josh Mack  
Chad Scott  
Travis Scott  
Jim and Terry Griffiths

1. Call to order - 6:04 PM
2. Roll call / Introduction - Jason did a quick introduction and since there was a large crowd we didn't do a full introduction around the room
3. President's Report - Meeting minutes are posted on the website <https://palocedrochamber.org/board/about>
  - a. Welcomed the new members and read off their names
4. Secretary's Report -
  - a. Picked up and distributed mail.
  - b. Thank you cards were dropped off to ARK Design & Rader Excavating. Here is a card to sign for McHale Signs.
  - c. Signed the paperwork at Tri-Counties Bank.
  - d. Emailed Save-the-Date and a reminder for this meeting.
  - e. Stopped by Hair Country.
  - f. Approval of the 8/16/2022 Minutes.  
**Motion by Steve Woods. Chelly Mack Seconds. Motion carries.**
5. Treasurer's Report -
  - a. Amount: Beginning \$15,122.24, Ending \$13,254.24
6. Committee Reports -
  - a. Envision Palo Cedro Elaina Tupper gave an update. Met with Supervisor Mary Rickert on 8/17/2022. Envision wanted Mary to hear from them what was going on after hearing from another group.
    - i. On 8/30/2022 Ron Holmstrom sent in a letter regarding terminating the contract. Envision emailed the Board of Supervisors on 9/2/2022 to ask not to jump to terminate the contract with Opticos but to have time to get community input.
    - ii. An Information Sheet created by Envision to address questions that keep coming up has been uploaded to the Envision Palo Cedro page of the Palo Cedro Chamber website.
    - iii. On 9/9/2022 Kelly Lindblom hosted an information session at her home for Envision Palo Cedro and Palo Cedro Chamber board. She went over specific details and the history of how Envision was born out of the low income housing project. The General Plan designates Palo Cedro as a town center. Redding is urban and Millville is rural. A lot of good information on planning and zoning was given.
    - iv. Envision is focused on coming together with the other group and has met with Lani Bangay and Nick Reiser to reach out to find common ground.
    - v. The Facebook page has been resurrected and the documents from Jason have been uploaded to the page.

- vi. Palo Cedro Park had come forward to express support for Envision Palo Cedro and donated a booth at the upcoming HoneyBee Festival.
  - vii. Envision is looking for opportunities into community outreach efforts like a Coffee with Envision or Beer with Envision.
  - viii. LEAP Grant benefits paying for CEQA and other environmental studies.
  - ix. Pctruth.org a conversation came up regarding how this name was chosen, if the Chamber board voted on it, and how did this happen without knowing about it.
  - x. Detailed the different way Envision shared with the community on getting the word out when the group started: banner, NextDoor, Hwy 44 sign, community wide mailings, mailing from the County, monthly reports for the Chamber, 8 (3) hour workshops, Envision Palo Cedro Facebook page, posted to 4 other Palo Cedro Facebook pages, Palo Cedro Specific Plan website - Konveio, and after all the workshops and information gathered a 200 page final Report. In 2022 a March Charrette facilitated by Opticos Design and in July a workshop facilitated by Shasta County.
- b. Board Of Supervisors and Planning Commission updates - Travis:
- i. Back Up Generator
- c. Fundraising/Community (Show & Shine, Christmas, etc...) -
- i. Honeybee Festival September 24th and 25th. The Palo Cedro Chamber brochures need to be updated. Envision is also going to have a booth at the festival.
    - 1. After discussion of a Membership Drive and being able to accept payments for the yearly dues **Steve Woods makes a motion for the purchase of a Square Credit Card Reader. Chad Fowler seconds. Motion carries.**
      - a. Kelly Landry will donate water and Jason will provide the ice chest. Set up will be Friday 3:30 - 5:30. Assist the Palo Cedro Park with closing on Sunday. Jason will get a sign-up list going.
  - ii. Halloween Event – Truck or Treat at Holiday 2022 - Monday 3:00 - 5:30
    - 1. Jen with Palo Cedro Lions shared that they will have a booth at the grange and anyone is welcome to join their meeting at 7:00 pm tonight.
    - 2. Advertise so community knows the action going on. Last year we had over 1,000 participating. Joey Ortiz will make the flyers and we have a budget to pay her.
  - iii. Country Christmas - December 2nd 5:00 - 8:00 PM rain or shine. Travis invited everyone to come to the next meeting on 9/26/2022 6:00 PM at Good Times Pizza.
- d. Digital Sign.

- i. Possible partner with Palo Cedro Park for the digital sign.
  - e. *Plan for a car show - partner with the Palo Cedro Park - event in October. Plan in August.*
  - f. 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>. And Shasta Beam. A new option is an option from Charter/Spectrum. If you live near existing service they offer a Build-Out-Plan. A group of neighbors can get together and Charter/Spectrum will put together a cost plan for the Build-Out for cable to their residents.
  - g. Membership (Jason Salter)
    - i. BBQ in the park. Ribs, burger local community meet your neighbors. Joey Ortiz mentioned that in the past they would have an Install Dinner to celebrate the new officers for the upcoming year and for the community to get together. Contact Joey for more details.
- 7. Old Business -
  - a. Palo Cedro Sign on Hwy 44
    - i. Thank you card was passed around to sign and then give to McHale Signs.
  - b. Chamber Website - Choose a Business of the Month - Country Strong Fitness. *Karina will send Jason content and a photo to be posted on the website.*
  - c. *Train Kim and Chelly for backup for the website and collecting dues.*
- 8. New Business -
  - a. Directors and Officers We need a committee of 3 or more to find 5 officers who have been in the Chamber for 6 months. Chelly Mack, Laura Porzio, and Jason Salter will head the committee.
  - b. Chelly Mack is concerned about what has been posted on the Chambers website. As a Chamber we should stay neutral. To follow the requests of the members and the community. Remember Redding's Chamber when Jake Mangus went political? To remain unbiased.
    - i. Jason tried to get an easy link to give out the grant. Jason explained who Shasta County wanted to work with a few 3 - 5 people.
    - ii. Chelly wants to make a motion to separate Envision Palo Cedro from Palo Cedro Chamber.
    - iii. Laura under Robert Rules of Orders. Tabled to next meeting.
    - iv. A lengthy conversation regarding Palo Cedro Steering and Envision Committee created for a clearing house for information and the best path to move forward. Advisory committee on the language for the grant and RFP for planning. The original group was Bill Walker, Laura Porzio, Jason

Salter, Heather Jensen, Kelly Lindblom. Elaina Tupper and Steve Woods joined later. Group continues to work with Shasta County and the consultant.

- v. It was also mentioned that some felt that even though they support Envision, it was simply taking up too much of the Chamber's time during the monthly meetings.
- vi. Lon Tatum appreciates Jason and the way the meeting is being ran.
- vii. **Steve Woods makes a motion to table the motion until next month. Laura Porzio seconds. Motion denied.**
- viii. **Chelly Mack makes a motion to separate the Chamber and Envision Palo Cedro. Things have gotten political and the Chamber should stay neutral. The Envision part of the Chamber website should be removed and moved to the Envision Palo Cedro website. Trish Palmer seconds. Motion carries.**

9. Public Comment -

- a. Dan Nordstrom wants full disclosure. Passionate about Palo Cedro.
- b. Jeff Schori Who is on Envision? Who is on Board?
- c. Heather Jensen is on Envision and wanted to give clarity. To bring to the community so they can be informed.
- d. Jeff Needleman as a chamber member he was involved in sharing information to the community.
- e. Liz Slowik gave her perspective and she received information regarding the workshops.
- f. Kelly Landry Thanked Liz for what she said. Where did the grant come from? Design Review on our businesses and what that would look like. Multi-use and by-right.
- g. Lon Tatum respects Heather Jensen opinion but has concerns regarding mixed-use and the majority of people in Palo Cedro are opposed to the grant.
- h. Terri Griffiths Marke at Fire Department is available to share community information and events.
- i. Lon Tatum wanted Jason to read the last sentence of the grant. Jason read the last sentence and thanked everyone for dialoging tonight. We all want the same outcome.

10. Adjournment - 8:00 PM

- a. **Motion to adjourn by Steve Woods. Chad Fowler Seconds. Motion carries.**