



Weed Chamber of Commerce

34 Main Street, Weed, CA 96094

Phone: (530) 938-4624

Fax: (530) 938-1658

Weed Chamber of Commerce Board of Directors Meeting Minutes of February 17, 2021

Board Members Present:

- Garrett Greene
- Dawnie Slabaugh
- Marie Green
- Patc Dawson
- Margaret Dean
- Ronda Gubetta
- Elizabeth Tabor
- Alysia Garcia

Board Members Absent:

- Jeanne Tuman

Staff Present: Richard Dinges, Director

Guests Present: Yasya Berezovskiy, representing Weed Farmers Market

Meeting Called to Order: President Garrett Greene called the meeting to order at 5:37 p.m.

Item 1: **Open Forum**
No items were discussed.

Item 2: **Consent Agenda:**
a) Approval of Meeting Minutes of January 20, 2021.
b) Financial Reports for January 2021

Motion was made (Ronda / Patc) to approve the Consent Agenda. Motion passed.

Item 3: **Regular Agenda:**

a) **Executive Director Report** – Richard provided the following as a written report:

Main Account - Bank Balance as of 1/31/2021 – \$14,046.08

Foundation Checking Account: Bank Balance as of 1/31/2021 - \$735.00

Foundation Savings Account: Bank Balance as of 1/31/2 - \$9,058.21

The Visitors Center has had 35 guests since reopening to the public on January 5, 2021. Our days and hours of operation are Tuesday thru Friday, 10 a.m. to 4 p.m. The visitor traffic has been slow, and traffic along Highway 97 is slowly starting to increase. The County remains in Tier 1 (purple) with the “Limited Stay at Home” order in place until January 21, 2021 and many businesses are starting to reopen, including restaurants. The only two Chambers of Commerce currently open in the County are Mt Shasta (Thursday – Monday) and Weed (Tuesday – Friday).

Update - California Relief Grant Program - The Chamber applied for the grant of \$5,000 and were notified that we were put into Round 2 of the Grant Pool. We should know in April whether or not we have been selected.

The Chamber has also submitted application to Mechanics for the "PPP Second Draw". We have not received any information at this time. I will have to check with Mechanics Bank as our email is down. Our carrier has had problems for the past couple of weeks.

Update – No change - The Chamber Directory has been put on hold because three of the Chambers we are seeking to join are currently closed (Dunsmuir, McCloud and Yreka). Richard plans to pursue the matter later this month. If we can't get participation soon, the Chamber will need to discuss producing a directory on its own.

The Chamber has requested TOT Funds from the City in the amount \$8,000 for Advertising, Marketing and Operation. Richard continues to work with the City as they are requesting receipts for the funds. I am currently working to retrieve receipts and payments to submit to release funds.

The Chamber and Foundation Insurance has been updated and met the deadline to renew without a lapse in coverage. The signed paperwork and check for the deposit and 1st quarter payment were submitted February 12 via certified mail.

The Speleologist's Committee has determined that the date of their event may be moved from the end of June to the end of July, that date will be finalized in March. Richard has discussed the food situation with several restaurants, grocery stores and deli's regarding food for almost 2,000 people that will be visiting for the event. Local businesses will need to combine efforts to meet the demand. Richard believes this is possible with help of local communities. He is also looking into that and Redding for additional food trucks that may want to remain on the site during the convention. We are working to make this a success for Weed.

Richard is currently working on a Weed brochure with a cartoon map of Central Weed showing shops and businesses on the front side with an extended map showing North and South Weed on the back. It may take a few weeks to get the base map complete. Once that portion is complete the Board can decide how they would like to move forward. Weed doesn't have a good map or a brochure.

Membership Updates:

- La Florista – Platinum
- On the Main 218 – Bronze
- Kiwanis – Non-Profit
- Pending New Member - Cal-Or Communications

b) Executive Committee Report and/or Action Recommended:

- i. **Chamber Insurance for the Cabin** – The Chamber and Foundation Insurance has been updated and met the deadline to renew without a lapse in coverage. The signed paperwork and check for the deposit and 1st quarter payment were submitted February 12, 2021 via certified mail.

- ii. **Weed Chamber Foundation Scholarship** – The Chamber Executive Committee recommended establishing the Weed Chamber Foundation Scholarship award with the College of the Siskiyou Foundation Scholarship Program as an endowed fund. Dawnie explained how this would work and what is needed from the Chamber to establish a scholarship as there are several options. In establishing the endowment, responsibility for the Scholarship falls to the COS Foundation (preparation of the application, marketing, selection, awarding, and payment). The Weed Chamber Foundation will establish the criteria and provide the funding. The amount to establish an endowment with the COS Foundation is \$10,000 minimum donation. The Chamber discussed funding available and agreed to start with an \$8,000 donation and build the endowment fund to the minimum corpus with proceeds from future events. Dawnie will send the paperwork to Richard to start the process. Margaret, Ronda, Marie, Patc volunteered to draft/review criteria and recommend to Board.

Motion was made (Alysia / Ronda) to begin the process and donate \$8,000 to the COS Foundation to establish the scholarship. Motion passed.

- iii. **Weed Farmers Market Agreement with the City of Weed and Weed Parks & Recreation District** - Richard provided an update on the Agreement for the Weed Farmers Market. The agreement has been reviewed by Attorney Robert Winston. Next step is to take forward to the Weed City Council for review and approval. Needs to be signed by representatives from the Weed Chamber, Weed City Council and Weed Parks & Recreation.

c) **Reports / Updates:**

- i. **Landscaper for the Cabin** – No new updates. Richard is still looking for a new Landscaper for the property.
- ii. **City Beautification (Downtown Weed)** – No new updates.
 - Weed Arch Renovation Project – Project pending due to weather. Need warmer weather to be able to paint and refinish the arch. SW Maintenance will install the new lights. Expect this project to be completed before end of May.
 - Summer 2021 Visitors to Weed – Siskiyou County is expecting lots of visitors this summer. Businesses will be encouraged to ‘spruce’ up their store fronts.
- iii. **Membership Update 2020-2021** – See Item 3.a).
- iv. **South County Chamber Directory 2020-2021 (MOU Development)** – See Item 3.a).
- v. **Upcoming Events:**
 - Weed Farmers Market – Garrett’s girlfriend will do the PR for the event. No new updates on the Market.
 - Weed Carnavale – Tentatively scheduled (and subject to change) for July 7 – 11, 2021, depending on the current situation of the pandemic and status of Carnival Company availability.
 - Rollin in Weed Car Show – Tentatively scheduled for August 22, 2021. Need to determine where the event will be located (Main Street or Charlie Byrd Park).
 - Chinese Auction 2021 –Tentatively scheduled for October 2, 2021. Will be held at Sons’ of Italy – partnership with Sons’ running the bar (Kim).

- 420 Event (La Florista) – Elizabeth is planning on holding a 420 event - April 20, 2021 (all day). Interested in the Chamber having a beer booth and also artists, vendors, and music. Following COVID protocols. Alysia suggested a 'drive thru' meal. Richard will contact ABC to see if they are issuing license for events.

vi. **Other Items for Discussion:**

- Garrett recommended the Chamber consider planning some type of Easter Egg Hunt. Marie suggested following up with Weed Rotary and Shasta View to see what they are planning. Garrett will contact Sue Tavalero. The event will be held Saturday week before – April 3. Those interested in helping with the event should contact Garrett.
- Patc requested Christmas Decorations be added to future agenda for discussion. Elizabeth suggested this be a part of the City Beautification plan.

Item 4: **Next Meeting Date and Time:**

The next regular meeting of the Weed Chamber Board of Directors will be Wednesday, March 18, 2021 beginning at 5:30 p.m., (Location TBD). Meeting adjourned at 6:31 p.m.

Respectfully Submitted By:



Dawnie Slabaugh, Secretary
Board of Directors
Weed Chamber of Commerce

Approved By:

Garrett Green, President
Board of Directors
Weed Chamber of Commerce

Future Agenda Items for Discussion / Consideration:

- New Members
- Quilts – Patc
- Drive Thru Dinner
- WPD Appreciation
- Crystal Geyer Micro Loan Grants
- City Christmas Decorations