



# Weed Chamber of Commerce

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## Weed Chamber of Commerce Board of Directors Meeting Minutes of April 27, 2022

### Board Members Present:

- Ronda Gubetta
- Marie Green
- Elizabeth Tabor
- Dawnie Slabaugh
- Patc Dawson
- Jeannie Tuman
- Margaret Dean
- Alysia Garcia

- **Board Members Absent:** Garrett Greene

**Staff Present:** Richard Dinges

**Guests Present:** Kim Green, Becca Larson

Meeting Called to Order: 6:14 p.m.

Item 1: **Open Forum**

Richard requested a physical structure (shade) for Heritage Park be discussed at the next board meeting.

Item 2: **Consent Agenda:**

- a) Approval of Meeting Minutes of January 19, 2022 (no meeting in February)
- b) Financial Reports for January and February 2022

Dawnie recapped the meeting of March 16 (minutes). Richard provided a brief update on the P/L through March. Financial reports do not reflect Chinese Auction or TOT received – only account update through March 31, 2022.

Funds received (\$8,000 GAP funding received in January, now have asked for remaining \$8,000 = \$16,000) in March for TOT will be subtracted from next allocation (July 2022 – accounts for 2022/2023). City is going from calendar to fiscal year accounting. Do we need to draw TOT/GAP funding from City at this time... is it needed?

Questions regarding Fiscal accounting:

- Membership reporting not matching up with reporting at meetings.
- The membership list is old and needs to be updated. Member drive for 2021 was started late, some crossover with 2022. Richard reported to Elizabeth we received \$7,000 in membership dues but the amount is not working to match up with the fiscal reporting. Marie asked why the P/L shows income for member dues as \$9,525. The most recent ED report – dated 4/27 shows membership fees received \$7,600 (as of January 2022).
- Elizabeth recommended separate accounting for Events/Memberships versus the Visitor's Center. Margaret recommended the separation of books (Chamber and Visitor's Center) take place July 1<sup>st</sup>... beginning with the new fiscal year.

- Chamber owns the Cabin... why doesn't the Visitor's Center pay rent or operations fees?
- Reports received are through March 31<sup>st</sup>... do not show Chinese Auction revenue or new memberships received.
- The reports provided to the Board are not working ... hard to understand. Should look more like a 'check' register pay activity.
- Richard works for the Visitor's Center... not the Chamber... we all need (as Board members) to 'step up' and do more Chamber work and let Richard do more Visitor's Center work. Suggestion included developing a 'commitment' calendar for Chamber members to volunteer at Cabin on Chamber work.
- Discuss structure/organization of bookkeeping. Do we need a bookkeeper... what does she do, is it needed? (Next meeting agenda as item).
- Need to discuss spending authority as Director vs. Committee Chair? What is the amount?
- Finance Task Force – Margaret, Marie, Elizabeth. Richard – advisory role. Will discuss and provide a more detailed 'type' report.

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

Item 3:

**Regular Agenda:**

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

Checking Regular: \$7,591.83  
 Foundation Account: \$311.19  
 Savings Account: \$558.42

**The Visitor's Center** – We are experiencing a slower than normal increase in traffic compared to previous years which may be due to the increase in fuel prices. Most of our guests are from the Northern States and Canada. We have had around 60 guests in the past 3 months. The visual traffic is about average for this time of year. Highway 97 truck traffic is increasing but, we're not seeing as many visitors as in 2021.

**City Beautification** –We have grouped the flowerpots together in 2's and 3's and have positioned 3 of the pots at Heritage Plaza. We should decide what types of flowers to put in the pots in spring although there are blooms in the existing pots so there shouldn't be a huge expense for planting this year.

**The Relocation of the Vision Statue (no Change)** – Director Slabaugh has volunteered to draft the letter as requested by the city to relocate the "Vision" statue to the Visitors Center location. They would like details on why the statue should be relocated, how the Statue will be relocated and who will be doing the work, where the statue will be placed and who will maintain the Statue (Ultimate Responsibility) and at what cost. The Executive Committee had discussed this at several previous meetings, and I will work with Dawnie to work out the details.

The Statue will be placed in the North Planter, as was decided by the Board of Directors at a regular meeting. The planter should be scheduled to be prepared now that we are into spring. The trees and the red rock should be removed; lighting will be installed to illuminate the statue. It has not been determined who will relocate the statue at this time.

**Membership Drive for 2022** – 150 letters are out to potential and existing members. We have received \$7,600 in membership fees to date and hoping to meet our Goal of \$30k. It has been a tough 2 years for the Chamber, and we weren't able to offer our members as many benefits in the past. We will be scheduling a Mixer in March and will be seeking guest speakers to address several business topics from new employee regulations to Insurance and Taxes.

**TOT Gap Funding** – The Chamber has applied for the second round of TOT Gap funding (\$8,000) from the city of Weed. The Chamber Visitor Center should make a presentation for TOT Funds for 2022 to further the operation of the Visitors Center at the June Meeting.

**Downtown City Cleanup** – Michael has been on medical leave for the past 3 weeks and should be back to work by May first. We had intended to make a presentation for the Canopy at Heritage Park but, with the discussion regarding restructuring the Chamber and Foundation/Visitors Center I will hold off until May 2022.

b) **Executive Committee Report and/or Action Recommended:**

Further discussion regarding the entities is needed. Still need to finish funding the Weed Chamber Foundation scholarship with COS Foundation.

- Mixer Event – May 13, 2022 - 5:30 to 8pm located at The Weed Pub. Marie developed a 'rack card' for handing out during the event. Requesting \$300 for budget to cover cost of rack cards and refreshments. Motion to approve budget for the event (Alysia / Patc) – approved.
- Want to develop Event Committee to help with finances/budget development, volunteers, etc... not going to 're-create' the wheel. Going to work with existing event committees to have and meet goals.
- Finances – new fiscal year budget needs to be developed and presented to Board. Approved no later than June 2022 board meeting. Finance committee will prepare draft for review by Executive Committee and Board.

c) **Reports / Updates:**

i. **Upcoming Events:**

- **2022 Events** –Event dates have been set as follows:

- **Chinese Auction** (April 9, 2022) – see worksheet emailed by Margaret. Sold 126 tickets. Worksheet will be updated to reflect changes to expense and will be sent back to Board. Need better advertising/promotion. Need to change the name from Chinese Auction to Weed’s Auction & Gala...or something like that.
- **Easter Egg Hunt** – No discussion.
- **420 Event** (April 20, 2022) – Elizabeth reported Outside events were cancelled due to weather. 578 attended inside event only at La Florista.
- **Steampunk Festival** (May 21-22, 2022) – Committee member Becca Larsen did a phone interview with After Five magazine. Also, submitted image for use as display ad. Is also willing to promote via social media... will be granted temporary access to social media account (Facebook) in order to get advertising going.
  - Need to set and establish a budget for this event. Recommended budget - \$12,000 (scenario), but we do not have funds in hand. Margaret can get the \$\$ amount.
  - Chamber applied for \$12,000 grant, but have been allocated \$5,000 by Discover Siskiyou. Grants are awarded via reimbursement. We have to spend money to get money back from Discover Siskiyou.
  - Richard said he has received commitments of sponsorship, yet to be paid. We have \$2,500 for advertising... rest of funding will come from selling artisan spaces.
  - Can the budget be ‘trimmed’ down to not cost as much? Richard will adjust the budget.
  - Don’t want to over budget on Steampunk event... saturate and take away from Carnevale.
  - Motion (Dawnie / Ronda) to budget no more than \$5,000 for expenses associated with the event. This does not reflect revenue projections. Motion passed.
- **Weed Carnevale** (July 6-10, 2022) – no discussion. This event will be discussed at next meeting separate from list of events as an agenda item.
- **Rollin in Weed Car & Bike Show** (August 27-28, 2022 - Including Bocce Ball, Horseshoe, and Corn hole Tournaments) – no discussion
- **Trunk or Treat** (October 29, 2022) – no discussion
- **Old Fashioned Christmas Party** (December 3, 2022) – no discussion

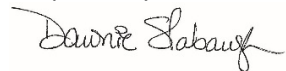
ii. **Other Items for Discussion**

- Chamber Logo - Becca Larsen is also a graphic artist – offered to consult for free
- Chamber Sign Board – Marie presented draft examples of fonts for the Chamber event sign board. Becca suggested the Chamber find a way to brand and be consistent in design.

- South Weed Advertising Sign Board – Design and advertising plan to be discussed
  - Chamber Website/Webpages and Social Media – Dawnie will develop new FB page for Visitor’s Center – to be set up by July 1<sup>st</sup>. Board directed Richard to get website design firms contact and quotes for design and maintenance.
- iii. **City Beautification (Downtown Weed)** – Jeannie has been working with someone from San Diego regarding the planting of a memorial tree at Heritage Park (pink dogwood). She plans to meet with Kim Green and Tim Rundel to discuss covering windows on Main Street – vacant windows.
- iv. **Cabin Improvements** – none shared.

Item 4: **Next Meeting Date and Time:**  
 The next regular meeting of the Weed Chamber Board of Directors will be Wednesday, May 18 beginning at 6 p.m., at the Hi Lo Cafe. Meeting adjourned at 8:09 p.m.

Respectfully Submitted By:



Dawnie Slabaugh, Secretary  
 Board of Directors  
 Weed Chamber of Commerce

Approved By:

Elizabeth, President  
 Board of Directors  
 Weed Chamber of Commerce