

Rio Dell-Scotia Chamber of Commerce Board Minutes

October 4, 2019

Present: Pres. Nick Angeloff, VP Jim Brickley, Secretary Tracy O'Connell, members Sharon Holt and Gabriel Smith, and consultant Andrea Georgeson. Excused: Susan Pryor. The meeting was called to order at noon.

Christmas: Nick said he is working with the city to get the pole in place that fell down last year and is needed to hang the reindeer decoration. Kevin Caldwell at the city wants to install a planter in the area and coordination on these things is going forward with no action needed from others at this point.

Nick indicated he continues to contact businesses for donations for additional lighting and lighting the Eagle Prairie Bridge this year remains a goal, pending funds received and other logistics.

Gabriel said Root 101 is not selling Christmas trees this year as the supplier is not available, so the offer to provide the chamber with a free tree is off. Discussion ensued of various other places from which to request one – Ace Hardware in Fortuna, Pierson Lumber in Eureka, Humboldt Redwood Company, a tree farm in Loleta and more – as well as companies from which one can request funds to buy a tree.

Nick and Jim discussed equipment needs and other logistics for hanging the decorations, contacts at Redi Rents and city coordination. Nick said the decorations would be put up Thanksgiving weekend and there needs to be a big push to get volunteers, such as posting on Neighborhood Watch/Unplugged, the chamber FaceBook page and newsletter, membership email list and more.

Sharon said she would have the Chamber office decorations done by the end of October.

It was decided to continue the traditional tree lighting ceremony at the chamber on the first Sat. of December starting at 5 p.m., to again partner with the Community Resource Center for refreshments, invite the Baptist church singers, and for Nick to get Santa and elves.

Sharon confirmed that the Scotia Band saxophone group would perform.

Tracy suggested this could be the annual meeting in which we spend 10 minutes outlining the year, showing off what we've done (decorations) and pitching the upcoming election and membership drive with ballots and applications for those present. This was agreed to, with the chance to continue our annual event at the Monday Club together with other groups, as well.

Andrea Georgeson the marketing consultant gave a report on her efforts to increase membership and drive other forms of participation and support, such as media outlets giving free air time in the form of public service announcements saying that the chamber supports shopping locally, or promoting an upcoming event.

Jerry Rohde is speaking at the chamber Oct. 11, Friday, 7 p.m. Tracy will set up for that.

Trunk or Treat: The Community Resource Center is holding this event 4:30-6:30 p.m. Halloween night - Thurs., 10/31 - at the Rio Dell fire hall parking lot with other interested parties. They expect, based on last year, 250-300 adults/kids.

Nick is to get candy to pass out and Tracy is to write copy and submit for approval about the chamber as a ¼ page handout for adults who are present, supporting membership and participation, as well as trying to get a volunteer to staff the event and hand out the candy/information. Andrea said she would do it, partly as a volunteer (vs. billing for the whole event) if desired.

Ave. of the Giants Sign: Tracy reported the spots on the sign are filled, the sign is paid for going forward 12 months, and there's some details to mop up such as getting ad content and payment from two businesses but enough has been received to cover the cost of the sign.

Election of officers: Sharon presented a draft of material to put on the web, in the newsletter, and to attach to the monthly membership email by which people can vote for the board. This is to go out in November with the ballots counted by Nick, Sharon and Susan Dec. 16. Tracy, Gabriel and Jim are up for re-election and the fourth, currently empty seat could be filled.

Nick said Tracy should contact the two dispensaries as the newest businesses in town and see if they would like to have someone on the board.

Membership renewals: The need to do this annual drive and how to go forward, with Andrea's input during this second month of her tenure with us (pending renewal of her two-month contract) was discussed.

Communications vehicles: Nick is to work with Eldon to take over and be responsible for the Facebook history page that Eldon started, and to write a quarterly history piece for the newsletter, as has been a goal for a long time. Issues continue to be worked on concerning the web and Facebook access for various pages.

The meeting was adjourned at 12:15 p.m.

Respectfully submitted,

Tracy O'Connell, Secretary