

Rio Dell-Scotia Chamber of Commerce Board Meeting

February 4, 2022

Present: Nick Angeloff, president (towards the end); Sharon Holt, Susan Pryor, Heather Watkins, and Tracy O'Connell, secretary. Also Amanda Carter, Rio Dell city council liaison, and Suzanne Maese, partner in Margro Advisors, Rio Dell.

The meeting was called to order at 12:05 p.m. Discussion first centered on the holiday events the chamber managed. The decorating competition, in its first year, was very successful, but ideas for the future included:

Nick's map program should be used vs other means to show where the entries are located.

There were too many ways to sign up and it required great effort to monitor them all. Most came from texting; many from the website so those two should be kept. A third possibility is to use a Google document as was used for voting for the winners.

There should be a longer sign-up time and a firm cut off at the deadline.

There should be a way to indicate whether the outdoors and/or indoors is to be judged in the case of businesses.

It might make sense since there were no entries for apartments to combine those with houses, or alternatively leave it 'as is' another year and see if any sign up.

Related to this, it should be indicated if the entire building or only a portion of it, is to be judged as a unit, in the case of multiple businesses/residences in a single building.

Questions dealt with whether it was a problem if people came from outside the area to vote (bringing people to town being one purpose for the chamber's efforts in this regard); whether people should be encouraged to market their entry through social media to urge votes; whether those entering should have the option to put a photo of their decorated home/business online to get votes or if the idea is for people to go around and see the homes as a seasonal experience; and whether winners one year should be barred from entering the next year to encourage others to have a chance.

The possibility of additional categories was suggested, such as a 'winner's choice' award where one year's winner picks the next year's winner in that category.

A question was whether multiple votes from one person should be allowed, as some competitions encourage people to vote every day. Heather said the way it was set up this year, that would not be possible.

Suzanne suggested a possible build-out of the existing holiday events might be a community walk from downtown Rio Dell to Scotia to see the lights. It could follow the tree lighting and be capped off with an event at the Winema Theater or the Scotia Lodge.

Amanda spoke about her plan to set up an Instagram account and manage it, promoting the area. There was a lot of enthusiasm for the idea and the topics that would be presented. Sharon moved and Susan seconded the motion to create such a site, and the measure passed unanimously. Heather offered to help with the project and suggested topics. It will be called "Visit Rio Dell-Scotia" and include both communities.

The board discussed how to use the now-vacated space previously occupied by the retail business, My Mother's Garden, in the chamber office. Heather suggested a remote office people could use for meetings and other sessions where they don't want to be at home or in the workplace. Various ways to charge, track usage, and the requirements of such a system were discussed. Nick said he uses one in Santa Cruz where he pays \$100/year to be eligible to use it and \$10/hour when he is using it.

Amanda said the gym where she works has a key/timecard function so it can be determined who is using it and for how long. Heather said she will investigate what it would take to create a professional environment for people and report back. Nick moved and Sharon seconded the motion and it passed unanimously.

Nick reported that starting this summer, 40 more flags will be put out for flag holidays, using the existing holes in the sidewalk along Wildwood.

Creation of the 501.c.3 was tabled to the next meeting. Another topic not addressed was the disposition of the balance of the funds raised to assist the elderly during the early stages of Covid. A third is the progress of discussions with area artists of murals as part of the city's façade improvement program.

The meeting was adjourned at 1:09 p.m.

Respectfully submitted,

Tracy O'Connell, Secretary