

# Rio Dell-Scotia Chamber of Commerce Minutes

## February 2, 2024

The meeting was called to order at 12:07 p.m. by Jim Brickley, vice-president. Also present: members Susan Pryor, Sarah Reback and Gabe Smith; Melissa Marks, bookkeeper; Amanda Carter, vice-mayor and liaison from the city council; and Tracy O'Connell, secretary.

The board approved the financial report, with Sarah moving and Gabe seconding. Melissa reported that the chamber was now paying for the utilities of the upstairs tenant, amounting to \$137/month, per the landlord, as an alternative to having the rent increased. She said the new program, Quicken, which replaces the previous, Quick Books, is working wonderfully.

Discussion included finishing the flag project in Scotia. Susan said it required Nick, her, and whomever was needed to approve the locations of the flags, to mark where they need to go, and then get out and put them in the ground soon, as mowing would obliterate the markings where the flags were to go.

Discussion of the remaining kiosk included Amanda saying she would check with city hall regarding whether the placement adjacent to the sidewalk could be in such a way that people could see both sides without walking on the lawn to see the reverse side. Melissa discussed the need for UV Plexiglas that would not allow discoloration of the materials inside, vs. protective sleeves into which materials could be placed, that would be cheaper than the protective Plexiglas.

Discussion of the materials to go inside included a map of the city and attractions travelers might be interested in, like the walking trail near the river. Jim was seeking photos of bluffs, and Amanda suggested he could take them with a smart phone instead of hiring a photographer with a drone as had been earlier suggested.

Melissa brought up the signs directing travelers to downtown from the area of the northern on-ramp to the southbound 101, which had been stored at the resource center. She and Gabe are to get them posted.

Parade themes were discussed because the fire department wanted to keep the Wildwood Days wild west theme from last year. Amanda suggested Tough as nails and strong as steel, a follow-up to last year's Back in the Saddle, Again, referring to the town moving beyond recovery from the quakes towards one of strength. Susan asked what options were suggested last year, which were Whole Lotta Shaking Going On and Shake, Rattle and Roll, both references to the earthquakes a year ago.

Tracy said the number of ads on the newsletter insert had declined due to businesses closing (Pizza Factory, Palco Pharmacy) or choosing not to renew (Billy Joe Long, Reaching for Independence, a notary public) so the remaining ads could fit on one page. Options included leaving it as a separate page with half the spaces open; using it as backer to Sarah's monthly resource center calendar; or putting it as a page in the newsletter. Members chose the last option as they felt it increased the value to advertisers to have it part of the newsletter than a sheet that fell out and was often left behind.

Melissa asked Jim to dress up some of the ads which would have to be in a jpeg format to be used in the newsletter, beyond what Harry is able to do with the tools he has, to provide more color and professionalism.

In reports, Susan said the firefighter of the year would be named in an annual dinner set for Feb. 17. The Scotia Museum is almost complete and volunteers are sought to staff it during certain hours.

Amanda said the Redwood Region League of Cities is meeting in Rio Dell in May and she is involved in planning the activities for this organization which will involve meals, hotel stays and tours.

Tracy said the city should be made a platinum member of the chamber because of the more than \$2,000 given for holiday lighting expenses. Melissa said a really nice thank-you letter from the chamber would be good. Amanda said what the city would really appreciate is for someone to come to a council meeting and thank them in public.

Mavis Amen joined the call in the last minutes, coming from another commitment, and talked about her eagerness to participate in additional events including promoting small businesses and other activities. She and Gabe exchanged contact information to address ways in which Root 101 might include local, small business products.

The meeting was adjourned at 12:50 p.m.

Respectfully submitted,

Tracy O'Connell, secretary