

Jacksonville Chamber of Commerce & Business Association

Board Meeting Minutes

Meeting Date: February 4, 2021

Call to order: A board meeting of the Jacksonville Chamber of Commerce was held via Zoom on Thursday, February 4, 2021. The meeting convened at 8:35am.

Board members in attendance: President- Robert Roos, Treasurer- Arlis Duncan, Secretary- Mike Gantenbein, Don Tollefson, Jerry Hayes, Erik Johnson, Lorraine Akin, Luis Rodriguez

Marketing coordinator – Amanda Moreira

Approval of Minutes From Prior Board Meeting: The minutes of the Board Meeting held on January 7 2021 were approved and posted to the Jacksonville Chamber of Commerce website.

Meeting Discussions:

Old Business

- City Hall lighting project
 - See below
- General membership meeting
 - Successful meeting except light attendance.
 - Required meeting accomplished.
- Open Executive Board seats: VP & Sec.
 - Filled – Jerry Hayes: VP, Mike Gantenbein: Secretary
- Looking forward to various challenges for 2021

New Business

- The Annual Meeting (Virtual) recap
 - Jerry – should we send out a survey to ask about participation? Robert – we sent out a survey a couple of years ago and people were positive, but people tend to be difficult to get to meetings. Don – people tend to join the board if they are interested in participating. Jerry – more casual meetings tend to draw more attendance. Don – bring in a speaker or someone special to add to the draw. Robert – pre-COVID we had quarterly mixers that were better attended. When we can, we should return to holding mixers. Jerry – bring in a program or speaker: good idea.

Amanda – I can set up a survey through Survey Monkey. Erik agrees with the speaker idea.

- Trolley update and thoughts for summer usage
 - Robert - Still need to find a new storage location. It needs to be moved soon. We think we have the spot near the firewood operation available just outside town appears to be coming together. There are some details to be worked out.
 - Are we going to have a trolley this summer? It's been hourly before. Should we cut it back to three tours per day? It would reduce costs. We may want to see if the Gary & the horse carriage may be brought into the mix. Or do we sell the trolley to All Aboard and let them operate in Jacksonville? Arlis – the trolley pays for itself. Robert – we should form a committee to discuss this further. We also need to find a new driver. Don, Amanda, Arlis, Erik & Robert will meet.
- Courthouse lighting
 - Running up against a wall – reluctance from SHIPPA (Historic Register). Robert is going to send photos to demonstrate effect. May try lights that shine on building from yard space.
- Amanda update
 - Titan our new website provider, finalizing the switch over to new servers. Issues with .com domain need to be resolved. We may want to pay for the domain that has been shared with us by outside owner.
 - Arlis moved that we spend no more than \$500 to purchase Jacksonville.com domain. Don seconded. Yes vote unanimous.
 - Chinese New Year – all marketing in place (street banner, social media, membership email, flyers, website). No parade. Holding classes and demonstrations online.
 - St. Patrick's Day – try to do the same as we did in 2020. COVID-safe. Lorraine & Sandi helping with drawing basket. Might get someone to be a leprechaun.
 - March meeting – Gina Bianco, Exec. Dir. of Rogue Valley Vintners & Rogue Valley Wine Association would like to attend next board meeting.
 - Travel influencers – we need a policy in place for working with influencers. Generally, we need to vet them well. Need to reach out to lodging partners.
 - Working on chamber membership renewal with Arlis.
 - Lorraine – how do we invite people to join? Robert – Amanda, please send the membership package to board members. It's usually done through personal connections.
 - City open to helping the chamber. Maybe send out annual meeting minutes to city?

- Victorian Xmas 2021
 - We will move forward with Victorian Xmas & Haunted Trolley as if it is going to happen
 - Jerry will lead planning, Bobby will help with parade, Santa location the same as 2020, Mike arranging entertainment
- COVID Supplies at City Hall
 - Supplies available, even after January cut-off. Get some before it is sent elsewhere.
- Horse and wagon thoughts
 - Going to have a conversation with Gary on his participation and business this summer (Robert, Amanda, Arlis & Luis)

Next Meeting:

- March 4 Board Meeting: February 4, 2021 @ 8:30am via Zoom