

## Jacksonville Chamber of Commerce & Business Association

### Board Meeting Minutes

Meeting Date: February 2, 2023

**Call to order:** A board meeting of the Jacksonville Chamber of Commerce was held at the Bella Union on Thursday, January 5, 2023. The meeting convened at 8:30am.

**Board members in attendance:** Acting President/VP- Jerry Hayes, Secretary- Mike Gantenbein, Treasurer-~~Arlis Duncan~~, Brian Dunn, James Soule, ~~Lorraine Akin~~, Belita Paluay, Don Tollefson, ~~Luis Rodriguez~~, Mary Kell

Director: Amanda Moreira

Visitors: Susan Aaronson /Silas Cook: Asante Foundation/Oregon Wine Experience

**Approval of Minutes From Prior Board Meeting:** The minutes of the meeting held on January 5, 2023 were approved and posted to the Jacksonville Chamber of Commerce website.

### General meeting

#### Introductions:

Silas Cook Asante Foundation/Oregon Wine Experience

- Looking forward toward Aug 16-20 event this year.
- Flying in sommeliers, journalists, judges
- Opportunities for Jacksonville – opening conversation
  - Jerry – how many? Silas - 800-1000 depending on the individual events
  - Are vendors coming in with food etc.? Silas – Yes.
  - Asante – funds raised being put toward Children’s Hospital
  - Brian – Jacksonville can provide opportunities for expanding the event and including the city and city’s businesses.
  - Helena – several of us donated last year, but didn’t get to see how it was presented
  - Brian – what percentage of attendees are local vs. outside of the area. Silas – mostly local. Sponsors are more regional, especially Willamette Valley We’re trying to make this an “Oregon” event that is just located in Southern Oregon.
  - Attendance goals? Silas - This is a very sponsor-based event that is filled in with ticket sales to the public. The current tent can fit up to 1,200.
- After they left: James – the big tent seems like an opportunity. Can we ask them to leave the tent up for a week after the event and use it for an event of our own?

## Current Business

- 2023 Events (Marketing Committee update)
  - Amanda – prepping for February events
  - Brian – marketing is out in public, are lodging partners getting reservations? It seems to be moving slowly so far.
  - 12 retailers participating, 12 lodging, 4 restaurants, 2 spas
  - March event – Arts & Music Festival
    - Belita – music at old city hall is scheduled. More can be done, but we need more bandwidth for marketing. Lots of potential, but it's also a lot of work. Having budget for photographer, etc. is very helpful
    - Brian – City Council is praising us for our events
    - James – my event (Historical Tour) should be trolley-only. Two would be better.
    - Helena – starting on website, need to wait for city approval in March. Recommend taking an extra year to develop.
    - More decisions made during next week's Marketing meeting (5:30 PM Feb. 8)
- Victorian Christmas
  - Financials/Sponsorships
    - Sponsorship lower this year – we need to figure out how to get businesses to help, maybe incorporated into Membership fees?
    - Jerry – could we include cost of lights and garland in grant request to city. Maybe just to cover the non-Members?
    - Others – other fundraising ideas: raffle tickets, donation box
- Annual Dinner Feb 5, 2023 at Dancin Winery
  - Around 50 RSVPs

## New Business

- Board Nominations and Voting (Jerry)
  - Jerry – bylaws unclear on nominating process.
  - We have one opening, plus a couple of other board members who haven't been participating
  - Nominations should be made in February by a nominating committee
  - Nobody knows any members who are interested at this time
  - Jeff & Nicki Vale – new Magnolia owners?
  - Maria @ People's Bank?
  - We should have a winery presence on board – Megan from Hummingbird?
  - Jerry – we should send out an email to Chamber Membership asking for volunteers/recommendations. Amanda will do.
  - Jerry will talk to low-participation board members to find out their commitment
  - Need to also figure out elections for President, VP, Treasurer, Secretary

- Haven't had a President, Jerry wants to continue as VP
  - Helena – motioned to nominate Brian Dunn as President, seconded by James
  - Jerry Hayes is also be interested in being Treasurer – nomination approved
  - VP – James Soule is nominated
  - Secretary – looking for a volunteer, maybe Lorraine Akins?
  - We'll share this for commentary and vote at the next meeting
- Second Trolley
  - Amanda - All Aboard Trolleys is selling their trolleys. Chamber has first choice. We need to have a formal recommendation from board on purchase options
  - Ask Brian Roberts to advise and inspect, figure out logistics. Also consider bringing in Luis for advisement
  - Amanda – will need extra person to assist in management if we have a second trolley and make sure we're not violating rules for non-profits
- Grants
  - TLT grant opening in February
    - 2023 events - Enhance the Romance (Feb)
    - OWE grant
    - Christmas lights grant
  - Other grants?
- Quarterly Mixer
  - March 22<sup>nd</sup> @ Magnolia Hotel
  - We will need to supply food & drink

## Financials

- Financial Update (Arlis)
  - Not in attendance – no report
  - Amanda – new book keeper is coming up to speed

## Other Business

- Brian D – working on bike racing event in early October and looking for a large space to host overnight camping

## On Hold

- Purchase flags for holiday season - grant application?
- Pickle Ball petition (Amanda)

## Next Meeting:

- Thursday, March 2nd at 8:30am. Location: Bella Union