

Jacksonville Chamber of Commerce & Business Association

Thursday, March 7, 2024

Board Meeting Minutes

Board Members Present: Brian Dunn, Sarah Woodbury, Mary Kell, Jerry Hayes, Don Tollefsen, Julie Baker, Belita Palu-ay, Abby McKee, James Soule

Guests: Bobby Stricker, Amy Kranenburg, Eileen Bobek, Talon Reed

Current Business

Board Candidate Introductions

Brian introduced Bobby Stricker and Amy Kranenburg. Bobby and Amy shared information about themselves and their businesses. A vote will take place at the next meeting following meetings with Bobby and Amy.

Wine Trolley Update

Brian shared that the wineries met to discuss the trolley. It will run May-October, and there will be two new wineries: Parkhurst and Somar, which has taken over the old Remotion location. The trolley route is changing to take the route past the downtown tasting rooms to give those locations some publicity. We need to procure new signs and fliers, plus update the website for people to buy tickets online. Brian will work with Belita, Julie, and others to manage the update and reprint.

Marketing Update

Belita shared that the WED meeting at Remotion was the largest meeting yet. The top priority in the marketing survey was “historic landmark town,” and the top method was social media. Maple Creative is working on a proposal and will share that by or before April 1. Belita worked with Tim Balfour and rediscovered a marketing and branding packet that was created in 2018, and is still relevant today. This means that the Chamber doesn’t need to reinvent the wheel. The website was the second priority on the survey, and Belita would like Craig Alan to help work on the website, as there are several crucial things on the backend that need to be fixed. Belita has build a creative advisory committee that consists of Belita, Kathleen Dunn, and Whit Parker that will be working to implement the marketing campaign. Belita also shared that the first campaign launched will be “Get around in our Two Trolley town.”

City Council - April 2 meeting. Mandatory for Executive Board & Board of Directors.

Strongly suggesting attendance for all members in support of TLT.

Councillor Reed suggested that chamber members attend council meetings more regularly. Brian shared that he will be presenting the Chamber’s application for funding at the March meeting.

Financial Update 2024 Projections

Jerry will present the finalized budget and the proposal to change the fiscal year at the next board meeting. The next board meeting will begin with financials.

Upcoming Event Parade of Inns

James shared that this event will take place on May 19. Tickets: \$35, and will go on sale April 1 or thereabouts. The event committee includes James, Belita, and Lori Grable from Remotion. Remotion Wine & Inn and Tiger Lily Inn will be invited to expand the group this year. Discussion ensued on the future of the event, including the idea to make it a full weekend including a Friday open house and kickoff.

Annual Dinner

The annual dinner is tentatively planned for April at Parkhurst. It was noted that this timing will line up closer to the new fiscal year of May 1-April 30.

New Business

- Website Maintenance - Vote to hire Craig Alan for current website maintenance for one month trial period. (Moved: Abby; Seconded: Don; Board approved unanimously)
- Vote to hold the 1851 Gold Rush Run, sponsored by Public Lands. Discussion ensued regarding the positive impact of events in town, especially the Lunar New Year. Amy suggested starting the race a bit later so that businesses would be open when the run concludes. (Moved: Abby; Seconded: Mary; Board approved unanimously)
- Vote to add Julie Baker and Belita Palu-ay to People's bank account. Jerry shared that we are voting to add Julie Baker as a check signer and get credit cards for both Belita and Julie. (Moved: Abby; Seconded: Don; Board approved unanimously).
- Brian shared that Membership Dues need to increase dues by 14% to \$200 per year. Brian also suggested that the two-tiered membership be retired. James suggested adding an optional donation line to the renewal form. Belita and Julie will talk with nonprofit members about their rate to determine the viability of moving them to \$200. Bobby inquired about corporate sponsorship, and Belita shared that this exists for events and will be reinvigorated. (Moved: Brian; Seconded: Abby; Board approved unanimously.)
- Abby asked the group if Britt could get data from Chamber members about sales numbers during the Lunar New Year (compared to weekends before/after) and for the smoke cancellation week in 2023. She or Darcy MacLeod will reach out via email.

There being no further business, the meeting was adjourned.