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**Jacksonville Chamber of Commerce  
Thursday, October 3, 2024  
Board Meeting Notes**

**Current Business**

- Jacksonville Holiday Trolley Lights Tour Update - Brian
  - 10K grants approved
  - 2 informational meetings with participants & Aaron Evans went well
  - follow up email will go out to participants (Brian)
  - list of to-dos for committee (Brian)
  - Ticket Spice set up - schedule meeting with staff (Belita)
  - emails to past riders, participants with reservations info (Belita)
  - Arlis: distribution of map? Brian: Cautiously controlling distribution of maps to control traffic
  
- VIC Center & Trolley Update - Julie
  - Mercy Flights info available for Chamber members
  - Meghann: Wine Trolley season close meeting with JWD Tuesday, November 5, 9am
  
- Marketing Update - Belita
  - Website launch this month with member logins to have the ability to maintain their own listings
  - Print ad strategy - co-op ads make advertising more affordable for members
  - WED - late night shopping on November 29. Finalize with retailers
  - Shoulder season extension marketing effort
  
- Financial Update - Jerry
  - Financial doc available
  - Revise trolley numbers
  - Jerry following up with Karen about JWD reimbursement
  -
  
- 1851 Gold Rush Run recap - Belita
  - Successful event - thank you card for Helena & Public Lands
  - Eileen: How effective with retailers?
  - Bobby - Chamber should help members with promos & tracking

- Victorian Christmas
  - Jerry (Parade) 36 participants signed up
    - would like more new participants - 40 total would be ideal
    - Traffic control & volunteers
    - 5-7 boosters needed
    - Jerry will get more specific info for volunteers
  - Tree Lighting (Belita)
    - City purchase of Alpha Lit marquee. Discuss with Jeff (Belita)
    - James: Suggest idea of pop up Christmas theme store
  - Volunteers: Andrea Thompson requested early notice for Boosters
  - Belita: late night shopping & promotions, task list
  - Brian Roberts: Confirm History Trolley tour will continue through VC

## **New Business**

- October Events - Belita
  - Halloween Promenade
  - Boutique Bingo
- Vote for Board Vice President Bobby Stricker. Motion by Jerry. Unanimously approved.
- Christian Hamilton nominated for the board. Motion by Arlis. Unanimously approved.
- Introduce the idea of the Women in Celebration event during shoulder season: Bobby
  - March Women's History Month - Jillsonville
    - Pre-sale tickets: wine orientations, dinners, speakers, wellness event, trolley rides
    - Town becomes a campus
    - Put a schedule together
    - Encourage return visits

In attendance: Brian Dunn, Jerry Hayes, Meghann Walk, Bobby Stricker, Arlis Duncan, Julie Baker, James Soulé

Guests: Christian Hamilton, Eileen Bobek

Staff: Julie Baker, Brian Roberts, Belita Palu-ay

## **Open Forum for Chamber Members**