



Scott Valley Chamber of Commerce  
September 8, 2014  
Bob's Ranch House, Etna  
Meeting Minutes

**SCOTT VALLEY  
CHAMBER OF COMMERCE**

Meeting called to order 5:35pm

Attendees: see attached sign in sheet

1. Agenda adjustments:
  - a. Add: event posting, signage in Scott Valley, and website update (goscottvalley.com)
2. Minutes reviewed. Motion to accept minutes Laurie Sweezey, Gerry Silva 2<sup>nd</sup>, mc.
3. Treasurer's report distributed and reviewed. Motion to accept minutes Gerry Silva, Linda Romaine 2<sup>nd</sup>, mc.
4. Committee Reports
  - a. PCT hikers: Laurie Sweezey confirmed that the original PCT login book that used to be hosted by the Scott Valley Drug Store is now located at the Etna Deli. Businesses are encouraged to invite PCT hikers to sign in.
  - b. CA State Fair: information was provided to George Jennings for display.
  - c. Bicycle Rides the North Coast cyclists: The event was a successful effort. Rays Food reported that they had 2 months prior notice of food needs. The coordination between the cyclists, the Chamber, and other local businesses went well. Those involved look forward to another event in the future.
  - d. Jammin on Main St: Another successful event. Everyone agreed that this event should happen again in 2015. One area of improvement is to ensure that Ft Jones businesses are notified early enough to plan and organize for the event.
5. New or Unfinished Business
  - a. Community Calendars: Jacie Leary provided a brief update. All businesses have been notified by mail. Not all payments have been received. Davi Martin asked where the calendars are posted. It does not seem like all advertisers receive a copy of the calendar. Others reported that calendars are posted in several locations in Etna and Fort Jones.  
**Action Item: 25 copies of printed calendar will be available at the next COC meeting in November.**
  - b. Beautification of Scott Valley: Lively discussion following up on this topic.
    - b.i. Distinction made between residential and commercial work. Businesses are encouraged to address their entryways.
    - b.ii. Linda Romaine shared that City of Fort Jones only handles weed control for fire.

b.iii. Davi Martin suggested using groups with community service components for laborers. Others suggested 4H, FFA, and elementary school as possible resources.

b.iv. Another idea was to connect local schools with a business reward for participation. There was some disagreement whether this is possible. **Tammy Bennett will investigate elementary school. Marilyn will investigate high school.**

c. Upcoming Events

c.i. Christmas Tree Lighting, Etna: Select businesses were open during last year's event. This went so well last year, it should happen again this year.

c.ii. Christmas Parade, Fort Jones, Dec 13: Jacie Leary made motion to donate \$150 to the Fort Jones Christmas Parade for 3 separate \$50 awards. Laurie Sweezey 2nd, mc. Jim Peluso made motion to allow Chamber member donations for awards through the Chamber of Commerce. Jacie Leary 2<sup>nd</sup>, mc. **Lorrie Bundy will send notice with instructions to Mail Chimp email list.**

d. Event Posting: Lorrie Bundy explained that there are 4 ways that the Chamber can promote events: 1) Facebook; 2) Add event to website calendar; 3) Blog on website; 4) Mail Chimp email list. Each method requires a separate posting since none are connected. Send post requests to: [secretary@scottvalley.org](mailto:secretary@scottvalley.org). Please send a flyer and write your own promotional paragraph. Lance Banks indicated that this method could be improved and streamlined with a different framework at a new website.

e. New website: Lance Banks discussed work he has completed for a new website. Jim Peluso suggested using "private offerings from COC members" to highlight their business. Another idea was to use a feature banner to provide for sponsored links. This will provide income for COC while promoting local COC members. **Lance will present new website at next meeting.**

f. Scott Valley Signage: There were previous discussions recorded in the minutes about COC and business signs for Etna and Greenview. The status of these projects is unknown at this time. **Marilyn will inquire.**

g. New Businesses (COC should send plant or welcome item)

g.i. No new businesses identified

6. Open forum

a. Antique Car Tour, June 4 & 5, 2015: Marilyn Seward reported that she is coordinating with large group for an event in 2015.

b. Fire Incident: Marilyn Seward asked the group to comment on "what was local impact from fire management efforts"? Economic benefits varied. Fuel sales=Yes. Food sales=No. Retail sales=No. Local vendors hired for lunch and catering services before fire camp was established. VIPR contract vendors (not local) took over catering for large fire

camps. Discussion led to suggested action item: **Develop and provide businesses package and maps for visiting groups.** No committee or assignment made for action.

**Next meeting: Monday, November 10 at 5:30 p.m. at Bob's Ranch House, Etna**

**Guest Speaker: Lance Banks, new Scott Valley Chamber of Commerce website**

Adjourned at 7:10 pm.

Respectfully submitted,

Lorrie Bundy, Chamber Secretary