



Scott Valley Chamber of Commerce  
November 10, 2014  
Bob's Ranch House, Etna  
Meeting Minutes

## SCOTT VALLEY CHAMBER OF COMMERCE

Meeting called to order 5:35 pm

Attendees: see attached sign in sheet

### 1. Open Forum

Davie asked about Dollar General moving into Etna with a new building. Marilyn confirmed that the Etna City Council is aware of the new business. Christy recommended asking Linda Ward about the new project.

### 2. Agenda adjustments: none

### 3. Minutes reviewed. Motion to accept minutes Marilyn Kirkpatrick, Gerry Silva 2<sup>nd</sup>, mc.

### 4. Treasurer's report distributed and reviewed. Motion to accept report Gerry Silva, Davie Martin 2<sup>nd</sup>, mc.

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

The goal is to build an interactive website for Chamber members to provide updates individually. Basic membership is \$50. Additional revenue can be generated by using paid dynamic link sponsors on each page. Web pages shown underlined. Events: is a blog page for members to post events directly by having a user access account for blog posting. Visitor map: featured businesses can have pins or links to their business. Member directory: improve site with images or business cards and searchable function, easy to navigate and intuitive. The site optimizes for mobile devices. Member benefits: online or digital form for basic membership, or promotional partners. Contact info. Sign up for mail chimp newsletter and other publications.

Discussion: is there interest in having a paid sponsor (partner)? If so, what is a reasonable rate? Suggestion for 3 tiers, need to create packages: basic, intermediate, deluxe. Part of package is paying Lance to cover setup time and service. Need to define promotion services for member and nonmembers. Consider gifting promotion for new businesses. Consider community section to focus community information. Invite Scott Valley Daily News and other venues to highlight the unveiling of the new website. Send Carrie pdf of membership form and new member letter.

**Committee appointed to discuss and present at special meeting: fee schedule tier structure with benefits for each structure.**

Committee: Lance Banks, Christy Bartneck, Megan Peterson, Carrie Peterson.

6. Chamber Storage

Megan asked for a secure central location for promotional item storage and access. Marilyn volunteered using Salvation Army. Etna City and Fort Jones does not have space to store items.

7. New Board Members 2015

Marilyn will be retiring after many years of service. She will provide succession training for treasurer and secretary. **Nominating committee appointed by president: Gerry Silva, Katherine Chaplin, Davie Martin.** Consider paying for website maintenance and remove task from secretary duties.

Marilyn will bring copies of the bylaws to the next regular meeting.

8. Christmas Events

Davie asked about the PAL party. Marilyn reported that this will be at elementary school Dec 6.

Ft Jones tree lighting is 1<sup>st</sup> Friday Dec,

Dec 6, 6:30 pm doors open, 10<sup>th</sup> Annual Fireman's Christmas Concert

Dec 6, 5:30 pm Etna tree lighting

Dec 6, 6-9 PAL party, concert Avery Theater, and PAL party 1<sup>st</sup> sat always

Dec 5, 6pm Ft Jones Tree Lighting

9. Etna tree lighting

Have chamber table to promote new website, next to theater. Use giveaway for one year free partner membership. Lance can have something ready. Megan will volunteer to host table.

10. Consider monthly meetings instead of semimonthly.

11. Send mailing to all potential members of January meeting.

12. Make special meeting Dec 2 530pm for vote on new membership tier based on ad hoc committee recommendations.

13. Next Annual meeting Jan 12, 530pm.

Adjourned at 6:35 pm.

Respectfully submitted,

Lorrie Bundy, Chamber Secretary