



Scott Valley Chamber of Commerce  
December 2, 2014  
Bob's Ranch House, Etna  
SPECIAL Meeting Minutes

## SCOTT VALLEY CHAMBER OF COMMERCE

Meeting called to order 5:35 pm

Attendees: see attached sign in sheet

### 1. **SPECIAL MEETING TOPIC: Committee Report New Membership Payment Structure**

Committee Members (Christy Bartneck, Megan Peterson, Carrie Peterson, Lance Banks) presented a new tiered membership structure. A new membership form was created for review and approval.

Motion to accept tiered membership structure as outlined in new form, use new form at PAL Christmas party to solicit 2015 members, and provide free upgrade as a promotional tool from Megan Peterson. Laurie Sweezey 2<sup>nd</sup>. MC.

### 2. New Officers

January meeting will introduce a new executive board. It is important that 2 of the new officers, usually the secretary and the treasurer, have signature cards on file at the bank immediately in order to conduct financial business.

### 3. Calendars

Gerry Silva reported that the new calendars will arrive this week. The shipping rate from the vendor increased but ad rates were the same. Keep this in mind for next year's budget.

### 4. Membership

- a. Gerry Silva requested a multi-year payment option for membership. Several other requested an online payment option. Most people will pay an additional credit charge for the convenience of online payment.
- b. Gerry Silva suggested that the Chamber invite new guests every month and pay for their meal. This needs to be part of the annual budget.
- c. Another way to encourage more members is to ensure that the Chamber has a physical presence at community and business events every month. The group discussed the idea of developing a marketing plan for 2015 in February.

### 5. Promotional ideas

- a. Carrie Campbell requested the "Local Shopping Guide" be distributed through Mail Chimp and posted to Facebook site.
- b. The group requested another Mail Chimp mailing with information on floats and awards for the Fort Jones Parade.

6. Next Annual meeting Jan 12, 5:30pm, Bob's Ranch House

Adjourned at 6:20 pm.

Respectfully submitted,

Lorrie Bundy, Chamber Secretary