

Lake Almanor Area Chamber of Commerce

Oct. 9, 2019
7:45 a.m.
278 Main St

	Lake Almanor Area Chamber of Commerce Oct. 9, 2019 7:45 a.m. 278 Main St	
Type of meeting:	Business Meeting of the Chamber	
Minutes Recorder:	Chelssa Outland	
Officers/Directors:	Shannon Medici-Brinkman, Dawn Grey, Sharon Roberts, Traci Holt, Jerri Lee Nielson, Susan Bryner, Lyndsey Theobald, Erica Sherod, Kacie Holland, Chelsea Harrison	
	<i>Agenda topics</i>	<i>Conducted by</i>
7:45 a.m	Call meeting to order	Susan Bryner
7:45-7:46	Approval of Agenda & Previous Minutes (see attached)	Susan Bryner
7:47 – 8:00	Administration <ul style="list-style-type: none"> ● Financials (plus Golf Tournament) ● Budget Committee Update 	Shannon Medici, Chelssa Outland
8:00 – 8:20	Membership & Community <ul style="list-style-type: none"> ● Town Plaza Update and Potential Partnership - Vote ● Town Walk Date & Location 	Susan Bryner, Chelssa Outland
8:20 – 8:30	Old Business – Director Commitments <ul style="list-style-type: none"> ● Organizations 	Susan Bryner, Chelssa Outland
8:30-9:00	Upcoming Events <ul style="list-style-type: none"> ● Scarecrow Contest – Chelssa ● Costume Contest – Chelssa ● Holiday Tour – Chelsea, Erica, Chelssa ● Community Peace Tree – Susan ● Turkey Trot – Shannon 	
9:00 – 9:25	Communications & New Business <ul style="list-style-type: none"> ● Almanor Basin Community Consortium - Vote ● Event Coordinating Proposal – Vote ● Events for 2020 – Coordinating or Partnering – Discussion for future vote 	Susan Bryner, Chelssa Outland
9:25	Public Input/Discussion	

Reports:

Admin

See Member Status Report and Financials. Golf Tournament will be reported separately

Membership & Community

Town Plaza

The Town Coffee Brainstorming session at the Coffee Station was well attended and generated a lot of enthusiasm with those present. Momentum for the project has been gaining as we reach out to additional community members with the idea. Please READ the Town Plaza Summary on the Town Plaza Project Page on www.LakeAlmanorArea.com under the Community tab or go to https://www.chamberorganizer.com/projects/moreinfo.php?org_id=CLAC&pid=4785031. There you will find preliminary info on location, funding and a few preliminary renderings of the Plaza.

We are looking at engaging the Lake Almanor Community Foundation as the 501c3 fund raising entity and deed holder of the Plaza property, along with future unidentified roles. There is much to consider, but the wheels are turning. The energy and interest is high and the timing right. Our next meeting is October 16th, 8:30 at Plumas Bank.

Proposed Vote: The committee respectfully requests that the Directors of the Lake Almanor Area Chamber agree to partner with the Lake Almanor Community Foundation in the planning, fundraising, building, and maintenance of the proposed Chester Town Plaza. At this time we are not asking for a contractual agreement, just a commitment to the partnership.

Old Business

Connecting with Community.

Our Chamber's motto, *Reach Out. Connect. Take Part.* needs to be seen as well as heard. Your Chamber President asked at last month's meeting that Directors pick an organization of your choice and commit to attending their meetings representing our Chamber, or getting info on their activities in order to report on their activities to our Board, when appropriate. Discussion was positive. Please share with us the Organization that you will commit to following.

Event Reports

Halloween – Chelssa, Susan & Katherine Sansone (new community volunteer)

At the end of these notes are two informational flyers for the Chamber's Community Scarecrow Contest. This will be the first fund raising and PR activity for the proposed Town Plaza. Fees to participate as a business/organization \$5 Chamber Member, \$10 Non-member will fund the prizes for the Chamber's Costume Contest. The Scarecrow competition will be decided by the voting public, \$1/vote. Proceeds will benefit the Town Plaza.

Costume Contest specifics will be discussed by Chelssa at the meeting.

Lake Almanor to Indian Valley Holiday Tour - Erica Sherod, Chelsea Harrison, Chelssa Outland

Committee will share at the meeting.

Community Peace Tree. Susan Bryner, Sharon Henry, Cheri McIntire

Chelssa has engaged Clint's Tree Service to check on and re-arrange our lights. Susan is securing commitments to the program: Boy Scouts, Community Chorus, Gina Pixler, Blue Star Moms, Lake Almanor Community Church, for possible music, Speaker, possibly the head of Veteran's Affairs in Plumas, Greg Scott is working on this.

Turkey Trot

This year added a Virtual Run participant category for those of us traveling out of town. Proceeds will benefit the Fireworks Fund. Shannon to share update and budget proposal if funds are needed. Flyer attached at the end.

New Business

Almanor Basin Community Consortium (ABCC), A Chamber and Lake Almanor Community Foundation (LACC) Partnership

The Chamber has been in discussion with the Lake Almanor Community Foundation about forming a Consortium to provide a platform for professional and civic organizations, local businesses, public agencies and citizens of the community to come together to create a cohesive vision of growth by sharing information and encouraging supportive collaboration of ideas, events and projects in order to enhance the future of the community. The LACC Board has offered its support for the proposal. The Chamber Board is asked to review this material, discuss and vote to enter a partnership with LACC to embrace the goals and execute the strategies of the ABCC in partnership with LACC.

Goal 1:

Initiate semi-annual informational meetings with representatives from organizations, businesses and public agencies of the Lake Almanor Basin (see graphic attached here).

Strategy

Personal Outreach to the organizations, business groups and agencies with invitation to a first meeting.

Assemble a summary document of Vision/Projects/Needs or similar information for each group category prior to meeting. Send document to all participants prior to each meeting.

Execute meetings utilizing the following format with a facilitator either from the Chamber or the Lake Almanor Community Foundation. A representative from each group/category, will have *five minutes* to do the following:

- Personal Introductions of who they are and role in organization/company/agency
- What organization/company/agency provides.
- Current projects, challenges, needs, or future planning.
- Three-minute question/answer.

Goal 2:

Facilitate connections between programs, organizations or industries.

Strategy

During or after meetings, explore connecting or collaborative programs and goals.
Notes taken and distributed after meeting to all attendees.

Event Partner/Coordinator Proposal

Discuss putting together a package proposal, to 3-4 organizations initially, for a service through the Chamber of Commerce utilizing our Chamber's Broadcast & Communications System for Project Coordination and Event registration and utilizing Chamber Executive to field emails or phone calls (that she is already doing) for 5 – 20% fee.

2020 Events

Below is a list of Proposed Events for 2020. We would like to discuss and eventually make commitments to events we want to support along with a commitment of Directors that will either be Chair or a Chamber liaison to a Partnering Organization, Event Committee or volunteer group. C = Chamber Only Event. P = Partnered Event

- P - Cabin Fever Dance (Town Plaza Fundraiser) – February or March
- P - Lake Almanor Basin Community Consortium – April 2020, November 2020
- C - Chamber Spring Dinner, May or June
- C - 4th of July Parade
- C - 4th of July Fireworks
- C - Annual Golf Tournament, September
- P – Proposed Fall Fly-in
- P - Proposed - Oktoberfest
- C - Halloween Events, Costume and Scarecrow Competitions
- C - Lake Almanor to Indian Valley Holiday Shopping Tour
- P - Annual Lighting of Community “Peace” Tree
- C - Turkey Trot
- P - Proposed - Christmas Tree or Decorating Competition (event part of proposed Town Plaza)
- P - Proposed - Twelve Days of a Mountain Christmas (events part of proposed Town Plaza)
- C - 3 Yearly Town Talks – January (Plaza Sharing), March, April, August, September (Trees, Trout & Strout) or October
- P – 9 Months of Town Coffees - September – May, Same Time, Same Place – Topics Vary: Fire Safe Communities, Hospital/Health Issues, Candidate Venues, Town Plaza Project, ARPD Projects, Sheriff Question/Answers, Supervisor’s Corner, etc.