

NEVADA CITY CHAMBER OF COMMERCE

Board of Directors Meeting
Wednesday, February 23, 2022
Meeting Time: 5:00 PM
Via Zoom

Board members present: Gretchen, Teresa, Celine, Sheila, Melissa, Karen, Matt, Becca, Andrea, Erin

Staff and Guests: Joan Phillipe, Stuart Baker, Lynn Skrukud

Not present: Libby Bonomolo, Linda Hansen, Jenna Wordell

AGENDA

1. Called to Order at 5:04pm
2. Land of Nisenan Statement – We acknowledge these are the ancestral homelands of the Nevada City Rancheria Nisenan Tribe
3. Hearing from the public – no members of the public present

Consent Agenda

- Minutes 1-17-22 – Melissa made a motion to approve the minutes with the corrections. Matt seconded. Approved 8-0.
 - Melissa & Celine's names are spelled wrong

ACTION ITEM:

- Installation of new board members – Stuart welcomes our new board members: Teresa, Becca, Sheila, Linda, Karen, and Jenna. Celine made a motion to install the new board members. Matt seconded. Approved 8-0.
- Nomination of Karen Sartori as Treasurer. Stuart discussed the updated Treasurer position description to reflect our needs as an organization. The chamber has a bookkeeper who oversees Libby's data entry. Treasurer will really be there to serve checks and balances. Celine nominated Karen to serve as treasurer. Teresa seconded. Approved 7-0. (Andrea and Keren were present, but having connectivity issues – so not counted in the vote)

DISCUSSION ITEMS:

- Board member role and bylaws review – Stuart and Gretchen (20 minutes)
 - Will save discussion for when we're able to meet in person, but Stuart highlighted a few key topics from the bylaws. The bylaws cover our values and serve as a reminder for why we're here. Our dues structure is included, so if we decide to change dues, it needs to be a bylaws change. Covers important board roles and meeting structure. Bylaws serve a good place to go when you have a question about how we operate.
 - For board member roles, we talked about participation. One great way to share your support is to volunteer for one of our major events. Stuart mentioned new link created

that board member can use to sign-up for events you will help with throughout the year. Stuart gave thanks to Melissa for all of her volunteer support.

- City Manager's Report – Joan Phillipe, Interim City Manager (10 minutes)
 - Approval of the bid for the Commercial St. renovation in on the agenda for tonight. Bid is higher than expected at \$1.2 million. Exciting to be moving forward
 - New city manager, Sean Grayson, starts on the 28th. Joan thinks we will be pleased with him. Joan will stay on for a while as a consultant to support the transition
 - Joan thanks us for our support of her in the time she has been with the city. Thanked us for the card and gift card and for making her the Grand Marshal of Mardi Gras
- Financial Reports – Stuart (5 minutes)
 - Stuart and Karen discussed how future reports will work, we will start that in March.
 - Stuart opened it up to questions – none were asked
 - Stuart noted that we received more money in 2021 from TOT funding than we expected.
 - Stuart noted that he's finding expenses that don't fit existing categories, and would like to propose 3 budget amendments
 - Board decided they feel comfortable with Stuart making minor amendments to the budget without approval. Stuart would like to run certain expenses by the board to get an idea for how they feel about certain topics
 - Gretchen noted that the Executive Committee needs to resume meeting
 - Budget amendments
 - Award plaques (> \$500) – in the past we've spent about \$750. Jesse is proposing \$1300 for this year.
 - Teresa suggested a different item other than a plaque, like a photo of the person receiving the award. Sheila suggested useful items – like an engraved pen, clock, etc.. Stuart asked board members to send ideas for useful items. Deadline of April
 - SPARC support (\$500) – met with GV Chamber two weeks ago. Lynn gave an overview of SPARC, which started as a young professionals networking group under the Grass Valley Chamber. We'd like to make the group a joint GV and NC Chamber project. Teresa feels like it's a good idea because this segment is often overlooked and could use support.
 - Cultural District (\$1000 +) – Stuart reported that things are ramping up, he's been meeting with Eliza from the Art Council to discuss ideas for how to use the cultural district designation to attract visitors. MOU in place from 6 years ago saying the chamber will pitch in \$1000 to support the district, but no record of that ever happening. Stuart is proposing that we pay our \$1000 for 2022 but suggested pitching in \$1500-\$2000 to make up for missed payments. Both cities and the GV chamber pitch in. There is currently a large proposal at the state to create cultural district funding
 - Teresa noted that Nevada City is much smaller in terms of budget than Gras Valley.

- Decided to contribute \$1500 for now, but to look into formalizing a contract
- Executive Director Report – Stuart (10 minutes)
 - Had a great meeting with Joan and Sean last week. He seems great, knows a lot about public works, art, et. Seemed very well-rounded.
 - Stuart asked if everyone feels comfortable meeting in-person starting in March in the council chambers
 - Next Tuesday Lunch & Learns, which is funded by our county grant. First meeting on cryptocurrency. Would love to have some board members attend. Will be 3/1 from 12-1pm at Sierra Commons
 - Sent calendar invites to everyone for board meetings.
 - Has been working on exploring bringing an ATM to town. Stuart has met with Tri-counties. Received a proposal today. Spoke with Caleb from the county about using the old ATM space in the DA office.
 - Asked for input on having sponsored newsletters. Suggested having sponsors for The Chamber Voice (reaches about 350). It was suggested that we do it for the larger tourism letter instead. Stuart and Lynn will discuss and get back to the board. The general consensus was that the board supported the idea.
- Social media – Lynn and Stuart (5 minutes)
 - Jesse has expressed concern about decrease in engagement
 - Lynn will work on creating a content calendar
 - Lynn and Stuart will provide monthly reports on followers
 - Becca suggested daily posts – schedulers decrease interactions
 - Suggested creating drafts instead and setting timer
 - 11am and 6pm are key posting times
- Mardi Gras – Lynn (10 minutes)
 - Mardi Gras is this Sunday. We have 20 vendors and 25 floats- right on par with what we typically see.
- Strategic Planning session planning – Stuart (15 minutes)
 - Would like to suggest having a strategic planning session in April
 - Stuart has been working on fining a strategic planning consultant who will help get us the results we want. Down to three candidates: Lori Burkhart-Frank (\$1800), Marilyn Snyder from Oakland (\$4900), Donn Harris, recommended by Arts Council (\$1200) is new to strategic planning – 2 others have declined including Janet Cohen, Becca will give her a push. Becca will reach out to Janet Cohen, but if Janet do
 - Stuart will send out a doodle poll to get a date set-up that will work for the most people
- Awards Event alternative – Gretchen and Stuart (10 minutes) Plaque purchase not in the budget-discussion on cost.

Adjourned at 6:43pm

Next Regular Chamber Board meeting: March 21, 2022 @ 5PM