

# NEVADA CITY CHAMBER OF COMMERCE

## Board of Directors Meeting

### MINUTES

Monday, January 17, 2021

**Present:** Melissa Seibold, Gretchen Bond, Celine Negrate, Teresa Mann, Sheila Keene Larsen, Karen Satori, Linda Hansen

**Staff:** Stuart Baker, ED; Libby Bonolono, Admin; Lynn Skrukud, Events Coordinator  
**Guests:** Teresa Mann, Linda Hanson, Sheila Keene-Larsen; Jenna Wordell

**Not Present:** Andrea Inks, Matthew Haas, Erin Lewis, Becca Warner, Interim City Manager Joan Phillipe

Call to Order

Consent Agenda

- Minutes 11-15-21 (Celine approved, Melissa seconded)

ACTION ITEM:

- Vote on Melissa Siebold as 2022 NCC Board Secretary (Celine approved, Teresa seconded)
- Change in the bylaws to clarify the current role of Treasurer (Teresa approved, Sheila seconded)

DISCUSSION ITEMS:

- Welcome New Board members and Introduction – Gretchen and Stuart (25 minutes)  
New and old board member and staff gave their responses to one of three questions. We discussed the draft of board member expectations, which will be reviewed again in February (Low attendance at this meeting was partially caused by the holiday weekend. Lynn will set up a Sign-up Genius for board members to participate in Chamber events and also to decline an RSVP for a monthly meeting. We decided to move the next meeting to WEDNESDAY, FEBUARY 23<sup>rd</sup> from the 21<sup>st</sup>, which is on President's Day.

- City Manager's Report – Joan Phillipe, Interim City Manager (delivery via email)

The biggest thing to report on since the last board meeting is the big storm event December 27. Fortunately this area doesn't see this intensity of storms very often but when we do, it creates challenges for everybody. This is particularly true for the city. With a very small crew of four, we were able to get the streets open fairly quickly and address extensive tree damage that blocked many streets or created downed power lines. Sewer plant staff had to hike into the plant due to trees blocking the road and police officers sat in their vehicles to work because of no power in City Hall. City Hall was closed for three days due to the loss of power, no internet and no phones. There was extensive damage at Pioneer Park and at other city facilities. The preliminary damage estimate just to city properties is approximately \$2.5 million and we expect that number to increase.

Team Rubicon USA, a non-profit organization founded by veterans about 10 years ago to assist in disaster impacted areas has mobilized a team to help in Nevada City and areas of the county. The city is housing part of the team at Seaman's

Lodge and is benefitting from their efforts to clear trees and debris on city properties and creeks. This is at no cost to the city so we are extremely grateful for the assistance.

I declared an emergency on December 30 which set the stage for the city to be able to apply for disaster assistance through state and federal programs. Without that declaration, the city would not be able to qualify. The City Council ratified the declaration on January 5.

City staff will be de-briefing on the event to determine what worked well and where we could have done better so that we can improve plans for the next time. I am very proud of city staff for their response to a tough situation and for the long hours they put in to clearing streets, keeping the sewer and water plants functioning and keeping the community as safe as possible. They were awesome.

The City Council approved the requested street closure for the upcoming Mardi Gras parade and street faire. Staff will continue working with the Chamber to assure a successful event.

Probably the biggest question out there is “where are we on the city manager selection?” I am happy to report that the City Council has made a selection and contract negotiations have resulted in an agreement that will be on the January 26 agenda for approval. The name of the individual will be available with the posting of the agenda on January 21. The anticipated start date is City Manager’s Report – Joan Phillipe, Interim City Manager is not able to attend but we will read her written report (5 minutes)

- Financial Reports – Stuart

There was a discussion on how to assess for the following costs: Exterior rooftop lighting, flower baskets, Christmas decorations. One option is resurrecting the NC Downtown BID. Linda had reservations on this. Celine thought 7 Hills would be good to incorporate. Stuart said that he will seek input at the merchant meeting and will ultimately discuss options with new City Manager. Teresa agreed and also regarding comment on 7 Hills.

- Executive Director Report – Stuart

We talked about getting rid of the Shop Nevada County since the cost of \$1,000 a year does not justify 16 sales (6 of which were for Chamber items). It has not performed. The whole board agreed. Square has a similar option for our products at \$72 a year.

- Victorian Christmas debrief summary -- Lynn

Reviews the sheet of successes and needs for improvement in board packet.  
Comment on the need to require vendors to anchor their tents.  
Debrief with City to happen in the next two weeks

- Installation Awards Event decision on alternative to dinner– Gretchen and Stuart (Discussion occurred with some board members prior to official start of meeting). The agreement was to have a replacement event outside.

Installation of new board members will occur in February, likely on our next Zoom call at the February meeting. We of course need to make sure we have a quorum. Bylaws state:

- A. Installation of Officers and Directors will be held in January or February of each year.

The exact month, January or February, shall be at the reasonable discretion of the Board.

Stuart will send out meeting invites for all the board meeting for the rest of the year.

Hope to be live soon. We can reconfigure the council chamber to have more social distancing in a few months.

- Event schedule in 2022 – Lynn

Earth Day-like event in April—the only new event planned this year,

Suggestions on VC: Sheila: As merchants about Wednesdays Teresa: Wednesdays are very long for merchants. Change Wednesdays to 5-8 or 4-8 or 4:30 to 8:30. More locals on Wednesdays—getting there earlier is a problem. We need to have enough time for vendors to make it worth their while.

Rack cards with all the events of 2022 will be distributed again to all shops (draft of rack card will be at next meeting).

Google analytics: over 100,000 page views for Victorian Christmas; 10x other events.

Adjourn – 7:02 PM

Next Chamber Board meeting: February 23<sup>rd</sup>, 2022 @ 5PM on Zoom