

Garden Valley Chamber of Commerce Board Minutes of November 17, 2011

President Diane Caughlin opened the board meeting at 5:30 PM at the Community Hall. The Board discussed general SWITA strategies and administration subjects and whether or not to partner with Boise County JCRC in SWITA market efforts. The Board decided the disparity of missions did not present any advantages to the GV Chamber, so partnering was unanimously voted down. The Board also discussed and developed the following change to the GV Chamber By-Laws for consideration by the Chamber membership:

“Any individual Garden Valley Chamber member or group of Garden Valley Chamber members wishing to broadcast a letter, email or any other and all broadcast communication(s) to the entire body, or any portion of, the Chamber membership must first submit such communication(s) for vetting and approval by the Chamber Board. If approved, such communication(s) will then be released by the Chamber President or her/his designated representative. Broadcast communication(s) sent in this manner must enable recipients to respond back to the message originator in the same communications mode, i.e. email, Facebook, twitter message, etc. Violators will receive one warning. Any subsequent violations will be grounds for membership revocation.”

The Chamber Board meeting was adjourned at 6 PM in preparation for the general Chamber members’ meeting following.

GV Chamber of Commerce Members Meeting Minutes of November 17, 2011

Diane Caughlin, President, Presiding

Julie Leslie, Vice President

John Jauregui, Secretary

Vicky Burford, Treasurer

Lee Sells, Member at Large

Diane Carlson, Member at Large

Greg Simione, Past President

Diane brought the meeting to order.

Minutes are out for review. One change accepted as presented to board. John noted: Tom Fitzsimmons was commissioned to do 30 sec. Marketing spot for GV. We have received the DVD. Loop is closed. It will be on website, YouTube, TV.

Vickie treasurer’s report tabled.

Old Business

Trunk or Treat was smaller than usual since it was on Monday, a school night. Comments: the event went fine, but 6:00 PM is too light thus too early. We ought to consistently schedule Trunk or Treat on weekends for more participation, and we need prizes for the Trick or Treaters by age group (youngsters 1 to 12, teenagers to 17, adults 18 on up. Opinions solicited: do this more in conjunction with the school's harvest festival, have a parade with prizes from Chamber members (gift certificates) or business sponsors prizes of plaques, trophies or ribbons. John J will do again next year.

Recap on Governor's luncheon: Very good and well attended. He covered a lot of items important to those focused on what's good for Boise County. He discussed his opinions on everything from wolves to CUMO mine. He emphasized the need for Garden Valley to go forward with economic development, what do you want to do, where do you want to go as a community and a plan for getting there.

Come to the Christmas Tree Lighting and Community Choir concert on Saturday, Dec. 3rd, in front of Longhorn at 6 PM.

Julie - Pay early for Chamber Christmas social scheduled 6-8 PM at the Longhorn. Menu of appetizers, \$5 advance, \$10 at door. Drinks not provided. Date: Dec. 15.

New Business

There is a need to address a pressing issue which requires an amendment to the meeting agenda. Kim Bosse moved to amend the agenda and Tami Smith seconded the motion. The motion passed.

We have an issue concerning members sending out broadcast emails to Chamber members on different issues without authorization from either the Chamber President or the Chamber Board. We researched the bylaws, and it was found at the time the Chamber was formed there was no such animal as mass emails; therefore this subject needs to be addressed. It was decided by the board that no member has the authority to send e-mails to the body of the Chamber except the President. The Chamber Board has developed and proposes an amendment to the Chamber bylaws to clarify this type of issue. It is as follows:

"Any individual Garden Valley Chamber member or group of Garden Valley Chamber members wishing to broadcast a letter, email or any other and all broadcast communication(s) to the entire body, or any portion of, the Chamber membership must first submit such communication(s) for vetting and approval by the Chamber Board. If approved, such communication(s) will then be released by the Chamber President or her/his designated representative. Broadcast communication(s) sent in this manner must enable recipients to respond back to the message originator in the same communications mode, i.e. email,

Facebook, twitter message, etc. Violators will receive one warning. Any subsequent violations will be grounds for membership revocation.”

Discussions followed:

Mike: Should we quibble over what is meant by what type of communications (political, sensitive or questionable) and do you want everyone to have a right to send out anything and everything? Chain e-mails are established; when Chamber is sent out message it is done by blind copy. E-mails should adhere to what the Chamber’s purpose is as an entity before approved and then sent by President. Inappropriate use of e-mail during political elections has happened before. Diane: Letter from Terrace Lakes was for information only. Terrace Lakes went through the proper channels. If a nonmember wants to go through site for e-mail addresses and then send out an e-mail to any or all, not much can be done. Member to member communications should follow recognized courtesies.

Question? , add amendment verbiage to the effect of “any other broadcast of information” (John read).

Mike’s point of order: Should we amend the agenda to include the fact we are going to discuss this item? It’s not on there.

Diane: Yes, we should. Once agenda is amended, then make the motion. This was so moved by Kim Bosse, and then seconded by Julie. Motion in favor; eyes passed. Motion by Julie to accept the amendment to the bylaws as read; it was seconded by Vicki and the motion carried.

Concerning the SWITA Grants application, it was discussed among the attending members if we wanted to team up with the BC JC/RC to pursue grants in this year’s grant cycle, the pro’s and con’s were debated and it was determined that the two entities do not have the same agenda, the Chamber’s being Tourism (bringing people into Garden Valley) and the BC JC/RC being Job Creation and Retention though out the entire County; in the end it was determined the two would not be a good fit at this time.

Kim made a motion to amend the fact we want this topic on the agenda and reject the JCRC proposal request, enabling the GV Chamber to pursue grants independently. Julie seconded the motion, and the motion carried unanimously.

Earlier discussion of the Governor’s speech brought to our attention that tourism is our “Industry” here.

Mike: the Sun Valley, Hailey, Ketchum area are all bigger than us but we share similar problems. We don’t have their airport problem, or large problems with high rollers. Our sewer problem is the same as their airport problem. In Hailey, two incumbent mayors were unseated.

Our Chamber compares to their city council. Sun Valley doesn't know if its industry is recreation or if they wish to diversify—it's all part of their conversation. Should they focus on small green businesses? Tract businesses? Arts or Music, Theatre Center? These are similar to our discussions. Some factions seem to want to do everything and anything except destination for recreation. Do we want to be a recreation destination? Where do we put our eggs here in the GV Chamber? Why should tourists turn right and what should they do when they get here?

Diane: What is our industry? Tourism is our industry. What can we do to make them come and stay—heads and beds? 14 members have lodging or meals and all lodging pay 2% convention tax, which goes to SWITA, so we need to apply. How are we going to get tourists here, keep them here over night, spend time and money here? We have a virtual hotel of 14 chamber members (500 beds). Georgianna: (she doesn't run a business; she's a representative of Syringa club and also a hobby weaver). The last 3 years she has asked a master weaver to come to GV to teach a 4-day workshop in the summer. This workshop keeps workshop attendees here. They spend here. They stay in local hotels, eat in town; enjoy coffee at Wild Bill's. The school was opened for classes, they attended the theatre, they visited the new library (broadband), and they played golf. She advertized on a Yahoo weaving group and with the weaver's guild in Boise. Weavers came from all over.

John talked with Debbie Long, Cascade Raft Company, looking for exactly that, families coming to GV need something for everyone, not just the outdoor activities. We need to put together different activities so everyone is covered. SWITA needs to hear of this kind of story so they know. When we market, must have activities for everyone in the family, places to stay overnight. We must communicate all this to SWITA, and tell GV's story. Do we have packages the businesses can put together?? The Chamber printed maps, a huge success, but more are needed (Bill and Lynn, Chevron). Diane: Chamber has boxes of maps in Chamber storage room. We need help putting those stories together. Angel has photos and stories on her blog that can be used. Mike: do we coordinate with local businesses as to coupons, etc. ? When we travel to big conferences, we are given coupons, maps, ideas. The Chamber must not let not having a staffer keep us from doing this sort of thing. For example, Georgianna has winter spin-in. Her information should be put on the Chamber's Facebook page, Boise Valley Happenings, also local Radio. But Diane must be informed about the event to get the information out there. How do we connect Georgianna to Chamber? We have to facilitate getting two or more chamber members together to put together packages (Toni has done this in the past as a courtesy; she is not paid) Use the Chamber to help member businesses attract event visitors. It is difficult to capture these things by accident, we need to plan. If you have something going on, please share with Chamber to facilitate packaging and dissemination. Joe Roberts can target motorcycle and car rallies. We must help our visitors spend their money, facilitate their visit! Handbooks of activities should be in sleep over place. Have lots of brochures—available!

Perhaps we need a concierge! Brochures should be placed in each hotel room, restaurant, and table throughout the valley. A newspaper with ads, maps and history could be printed and given out in all above venues. Stitch n Snip is destination shop. Fiber Arts Faire was destination—Chamber can facilitate. Bill stopped at turnout above Shadow Valley golf course; signs there need a designator for Hwy. 17 and Garden Valley. Georgiana: wildlife scenic marker on Banks Lowman Road, Hwy 21 needs informational update. Something could perhaps be added to improve signage. We need to make this point with SWITA. Bill: people get lost trying to find the left turn into Crouch/Middlefork Road. A sign designating “Historic Crouch” would be effective. A committee was formed to work on these concepts: Mike Tomlin, Georgianna Goetsch, and John, a retail person is still needed. Joe Roberts’ list will be forwarded to the committee.

Member Updates

None, insufficient time available.

Meeting adjourned at 7:12 PM.

Garden Valley Chamber Attendee Sign-In

November 17, 2011

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