

**Greater Garden Valley Chamber of Commerce**  
**MONTHLY MEETING MINUTES**

Tuesday, March 11, 2025

6:30 pm

**Attendees (Members):** Chris Garza (Kinetico Water), Leslie & Ruben Lazo (GV Lavender Farm), Nicole Julson (individual), Wendell Loban (individual), Shannon Perez (The Mud Room), Scott Price (Crouch Merc), Trevor Schiefelbein (Crouch Mayor), Jennifer Schmitt (Crouch Merc), Holly & Shelby Stroebel (The Dirty Shame), Sarah-Marie Talbert (Wildwood Preschool), Mary Thompson (Crafty Sweets), Samantha Turnbull (Mountain Scoops), Katja Wees (individual), Kraig Wees (GV Properties)

**Attendees (Guests):** Meagan & Isaac Almaraz, Darl Allred, Jenna Barron, Eddie Bisbee, Krys Crane, Linda Lowber, Katina Nelson, Katja Peller, Kyle Shepherd, Angie Waters

Jennifer Schmitt, President, called a meeting to order at 6:35 pm. Pledge of Allegiance performed. Review of previous minutes (January 16, 2025) Kraig Wees motioned for approval, Scott Price seconded motion. Minutes approved.

**President's Report** given by Jennifer Schmitt. Vision of the chamber to focus on the collective interests of the business community, networking and collaboration between members, economic development, and community engagement.

- Spring Festival Update: vendors and memberships should cover the costs of this event including support from the City of Crouch. May 17th there will be a car show, EllieMae & the Whole Damn Band will be performing from 6-9 pm and Jordan Shaw will perform from 9-midnight at The Dirty Shame. Purpose of these events is to have people stay for the night or weekend. Food trucks and vendors have been confirmed and there will be a high-end flea market hosted by The Merc in the Community Hall.
- Fourth of July Update: Review of previous materials has begun. The chamber plans to follow the basic format of past years with minor changes. Soap Box Derby will be run by Wendell Loban. Ducks will be sold, booth requested by Katja Wees at the Terrace Lakes Wine Festival. Kraig Wees has been granted the FAA fly-over for the event but we do not have the time yet. Bobby D Keys is slated to perform but costs \$5,000.
- Friends of the Garden Valley Library are requesting letters of support from local businesses for their community garden grant. The Chamber & Fire Department will be writing letters and all community members/businesses are also encouraged to write one.
- Wish Granters Non-Profit is planning to expand into Boise County in 2025. They provide wish granting for clients on hospice. They will present at the next chamber meeting.

**Vice-President's Report** given by Scott Price.

- Corporate sponsor campaign introduced. The Chamber will reach out to local businesses and larger companies that service the area to be a Chamber Sponsor. The fee is \$1,500 and will give businesses advertising on all flyers & banners for events. It also provides for premier listings on our website and in the business directory. These sponsors are also provided access to a free booth at any of the Chamber hosted events. The Chamber aims to secure 20 Corporate Sponsors by the end of the year.
- Increase in Chamber Membership Dues. The current dues are not enough to sustain the chamber. In looking at similar chambers throughout the area (McCall, Donnelly, Cascade) we are asking well below the normal rates and cannot depend on duck sales to support our biggest events. Proposed increase would be:
  - Businesses from \$125 to \$250
  - Individual Member \$100
  - Non Profit Member from \$0 to \$50
- Partnership with Crouch Mayor, Trevor Schiefelbein and the Crouch City Council is in motion to ensure that we are all on the same page. The Chamber plans to have a representative at every City Council meeting and the City aims to have a representative at the Chamber meetings.

**Treasurer's Report** given by Mary Thompson. Mary reported that we have had 10 new members in the last week. The accounts balances were not available at the time of the meeting but will be provided in the April meeting. The Fourth of July Fund has: \$5,245.46 and the Scholarship Fund has: \$3,913.73. Boise County Health Coalition reached out to the chamber and Mary attended their meeting, the focus is on providing Garden Valley with a health fair. The Chamber determined this was a better event for the school to handle and will no longer participate in the coalition.

**Secretary's Report** given by Samantha Turnbull. The Chamber is working with some social media influencers with large numbers of followers in the Treasure Valley to come up for the weekend and spotlight our town and community. This will be covered with SWITA funding and will highlight activities, chamber members, and the beauty of our town. The Chamber is also working on a collaboration with the Garden Valley High School to help the school fundraise for their teams and clubs while the students help with community events.

**Committee Reports** - Jennifer Schmitt indicated that at this time there are no formed committees but volunteers are needed for the Spring Festival and the chamber encourages anyone that wants to be a part of a committee to reach out and let the chamber leadership know.

**Unfinished business** was the cancellation of Ziplly. Ziplly is costing the chamber over \$100/month and \$600 annually to have someone at Garden Valley Properties answer the chamber calls. There was no objection to cancelling the Ziplly line and adding a cell phone line for \$15/month. Chamber leadership will take turns being responsible for answering the cell phone, which receives around 4-5 calls per month.

**The election of At-Large Board Members** was postponed due to the high volume of interest, Scott Price motioned that we postpone and Samantha Turnbull seconded the motion. At the time of the meeting the following nominees were paid members of the chamber and eligible for election:

Val Jones (Garden Valley Homes & Land)  
Shannon Perez (The Mud Room)  
Nicole Julson (individual)

Chris Garza (Kinetico Water Systems)  
Holly & Shelby Stroebel (The Dirty Shame)  
John Turnbull (Mountain Merch)

Elections will be held at the April meeting, nominees must be present to be elected. At-large members are required to be at every meeting, after three missed meetings they are considered inactive and can be replaced by the sitting Board.

New Business:

- Jennifer Schmitt asked those in attendance to think about what they feel a fair expense amount would be for each of our events. The chamber will set fundraising goals for Spring Festival and Fourth of July at the April meeting.
- Increase in Membership dues was approved by sitting board.
- Green light given for the Corporate Sponsor campaign, which will begin once the website is fully updated and has a method for online payments.
- Kevin Coldani asked when the Christmas Tree lights/decorations would be taken down. Jennifer Schmitt indicated we have to wait for the ground to thaw so the lift doesn't destroy the lawn as the ground is still snow covered in areas and muddy.

Meeting adjourned at 7:40 pm.