

Greater Garden Valley Chamber of Commerce
MONTHLY MEETING MINUTES

Tuesday, October 14, 2025
6:30 pm

Attendees (Members): Darl Allred (Idaho Sleigh Rides), Kevin Coldani (Individual), Val Jones (GV Land & Homes), Leslie & Ruben Lazo (GV Lavender Farm), Wendell Loban (individual), Jennifer Schmitt (Crouch Merc), Shelby & Holly Stroebel (The Dirty Shame), Mary Thompson (Crafty Sweets), Devin Trone (Medicap & GV Market), Samantha Turnbull (Mountain Scoops), Kraig Wees (Individual)

Attendees (Guests): Steve Raddigan

Scott Price, Vice-President, called a meeting to order at 6:35 pm. Pledge of Allegiance recited. Review of previous minutes (September 9, 2025) Kraig Wees motioned for approval, Ruben Lazo seconded motion. Minutes approved. Clarifying questions asked by Val Jones about use of SWITA funds, recap of last meetings SWITA discussion by Samantha Turnbull & Jennifer Schmitt. **See new business for take-away from discussion**

President's Report given by Jennifer Schmitt.

- **Garden Valley Fall Festival** will be hosted by The Crouch Merc on Saturday, October 18th & Sunday, October 19th. The Merc has invested several thousand dollars for the event to cover the expense of games, pumpkins for decorating, EllieMae and Vibeka & Olivia (music) and Mountain Scoops is sponsoring face painting, four additional bands, and a kids craft booth. Volunteers for the festival, especially running kids games are desperately needed. 50/50 raffle will occur both Saturday & Sunday to raise money for the Chamber. Cake Walk will be held both days with funds raised going to the GV Senior Center. Any additional profits from the event will go toward the overall expense. Money raised at face-painting and craft table will go back to the chamber. Plea for volunteers will be sent via email and posted on social media.
- **Trunk-or-Treat** will be held on Friday, October 31st from 4pm-6pm. Prizes are available but a volunteer is needed to determine the awards. The Chamber will not be running or organizing this event, people are welcome to park around town and display their trunks. Devin Trone stated that the Garden Valley Market parking lot may be used for the event if needed.
- **GV Winter Wonderland, Light-Up Parade, and Chili Cook-Off.** Local businesses are invited to purchase their own outdoor tree to decorate and display in the open area between the Crouch Merc and Tante Emma's. Downtown businesses will be invited to decorate their storefronts for the holidays. Online voting will determine the winner of the wonderland trees and storefront displays and will be announced on New Years Eve. Wonderland lighting will take place at 7pm with the 2nd Annual Light-Up Parade following. All vehicles need to be registered and will be asked to stay at the end of the parade for photos and voting, prizes will be awarded. After the parade everyone is invited to attend the Chili Cook-Off at Community Hall. Leslie Lazo volunteered to help with the Cook-Off.

Vice-President's Report given by Scott Price.

- Next month's meeting will be held on the third Tuesday of the month, November 18th.

Treasurer's Report given by Mary Thompson. **Bank Balance as of 10/15/25: \$2,697.92**

- 10 members removed from the website due to non-renewal.
- New Member - Riverpond Campground

Monthly Income:

- Vendor Deposits - Fall Festival: \$320.00
- SWITA Payments & Deposits: \$1176.30
- New Member (Online): \$242.45
- Square Deposit: \$11.20

Monthly Expenses:

- Chamber Check Purchase: \$143.75
- Miller Enterprises - Trash 4th of July: \$420.00

- Scholarships: \$750.00
- SWITA (12.5% payback): \$143.75
- Fall Festival Sponsorship - Crouch Merc: \$1,000
- Storage Unit: \$85.00
- Fall Festival Deposits to Crouch Merc: \$820
- Square Services: \$49.00
- Website Fees: \$410.00

****Two Scholarship recipients have yet to submit for their payments****

- Venmo has been created to utilize for collecting money to avoid fees. Kevin Coldani will look into the charges from Square as initially it was a free subscription.

Secretary's Report given by Samantha Turnbull.

- White Elephant Chamber Christmas Party - Tuesday, December 9th following monthly meeting. This chamber member only event is focused on having a great time and networking with one another. Participants can choose to bring a new/lightly used "white elephant" gift for the party. Light refreshments and beverages will be provided.
- Paint & Sip Fundraiser will occur on Friday, January 9th at 6pm. \$30 for chamber members and \$40 for non-chamber members. All funds raised will go to the chamber.
- Social Media Quick Update on traffic flow since we had to submit our quarterly report to SWITA for grant compliance. (Period: July-September)
 - Website traffic: 4,778 page views (after homepage Calendar then business directory most visited). Website had 2,432 unique visitors over this time (94% first time site visitors)
 - Facebook Page: 75,804 views. 3,986 followers.
 - Instagram Page: 13,103 views. 489 followers
- Winter Influencer - thatboisegirl - will be in town January 23-25th. No fee for services. Chamber will pay for her to do a sleigh ride and do a pamper service at Spa Life. Focus on cozy up and enjoy winter in Garden Valley. She will visit local businesses at her own discretion.
- If you have events you want posted or shared on the chamber website or social media please email Samantha gvchambr@gmail.com

Committee Reports - no current committees

Unfinished business - none

The election of At-Large Board Members No current openings

New Business:

- Cost analysis on festivals. What is the ROI? Do the festivals bring more business to the local community? How do we track this? Chamber will work on collecting data from local businesses following the Fall Festival on how the festival impacted their sales over the weekend.
- Concerns have been heard from some local business owners about the festivals impacting their sales. Chamber emphasized that if anyone is hearing concerns or issues it is vital that the person come to a chamber meeting or talk directly to Jen. Concern over food trucks discussed and while the chamber of course supports local businesses first, the food trucks are for locals that are tired of eating the same food over and over. The food trucks are also a mechanism to help avoid overcrowding or delays in service as our four local restaurants simply aren't equipped to handle an influx of 500+ visitors to town for lunch and dinner services.
- How to raise money for Fourth of July without requiring the same 8 businesses in town to foot the bill. The Chamber is responsible for Fourth of July but receives no financial support from the City of Crouch. The Chamber needs to raise \$20,000 for 2026 Fourth of July. Discussion on how to fundraise with so many other entities in Garden Valley also fundraising on a regular basis.

Darl Allred motioned for the meeting to adjourn. Kraig Wees seconded motion. Meeting adjourned at 8:00 pm.