



Redwood Coast Chamber of Commerce

Board Meeting July 3, 2012 6:00pm

Forto Gualala Office

Minutes of the July 3, 2012 Board Meeting

Call to Order: Robert called the meeting to order at 6:04pm

Present: Linda Bradbrook, Sophie Dendy, Lindsay Jones, Robert Juengling, Tim Erwin, Donna Lane

Staff: Laura Schatzberg

Absent: Katherine Bliss-Jones (came with Randy Jones at 7:30pm)

Consideration of Late Agenda Items: Donna – Sierra County Guide

Approval of the Agenda: Lindsay motioned, Tim 2nd

Approval of the June minutes: Tim motioned, Linda 2nd

Treasurer's Report: Lindsay – The quarterly update was handed out. We are on track.

When Robert was out of town we realized we needed another person to be a signee on the checking account and that Laurie Bowman, who is no longer on the board or a chamber member was still listed. We are removing her as a signee. Sophie motioned that Linda Bradbrook and Tim Erwin be added as signees to the RCCoC checking account. Donna seconded. All in favor. The new signees will need to take a copy of these minutes to the bank and sign the card.

Visitor Center Report: In June we had 170 visitors come into the center in 18 days. Last year there were 131 visitors in 17 days. There are two new members in June, Gaffney Insurance and Gualala Realty. The Chamber has a poster and brochures from the State Board of Equalization on their new electronic access possibilities. The additional materials holders will be put up for the 4th of July holiday when we will be closed but there may be many visitors. More literature is getting distributed because of these holders that can be available outside when the center is closed.

Committee Reports: Linda for the Lighted Truck Parade – She has been in contact with Sandra Ryder. The deadline to apply for a grant from VMC is August 1 – last year they had grants for lighting. She will work on the event poster (Sandra had the truck recruitment poster done and is distributing them). When Kit came in she reported that the Lions had decided that there would not be an entry fee this year. She will also let them know the graphics of the Chamber part should be improved.

Newsletter – Will be out for August and will include the LTP

Old Business:

Event Card – Linda is ready to work on the final version. Laura will send her the file she has on the events. Linda suggested, as an aside, that we tag the tear maps we give out with the Chamber info with a sticker. Laura suggested a stamp and all thought this was a good idea. Sophie will look into it and include the logo, physical address, website and toll free phone number.

Ad for the concierge position - Laura will send to the ICO, put it on Facebook and send to the listserve. Tim, with Jimi's help, will put it on the website. The interview committee is Robert, Sophie, Lindsay, maybe Tim, and Laura. The application will be available by email. (As of this writing Linda has redone the application so it can be filled out and emailed back without changing how it looks.)

New Business: Website situation – A Chamber member reported that entering the site was not immediately obvious. She was able to after a nudge from Laura but Laura felt that was not a good sign. Coupled with that, the stats say that our bounce rate is high and users do not go to many pages on each view. There is also a low rate of repeat visitors. The links to the towns are not prominent. Also it needs to be decided if access is made available to the members for agenda and minutes. It was agreed that there is no need at this time. The info will be there but will be invisible to the public and Tim will note that to receive info it is best to email.

Presence at Gravenstein Apple Fair in Sebastopol – Farm Trails has said that we could either participate or have our brochures there. It is in August so we will discuss at next meeting since Sophie thinks she may go.

Contingent to Gualala River Run – It was agreed that the Chamber would not sponsor a contingent.

Pacific Coast Bike Routes – CALTRANS is having community meetings about doing feasibility studies for improving infrastructure for bicyclists on the Highway 1 corridor. Robert will attend them and we have the flier up and it was sent to the listserve. There will be a meeting in Point Arena on July 16 and one in Gualala on July 25. Sophie suggested that outdoor trash bins should be placed around town. Robert said they would be a part of the streetscape plan.

Kit reported that her husband, Randy Jones, was seated as the president of the Lions Club. Congratulations!!

Late Agenda Item: Donna showed the Sierra County guide and commented that it included the county officials and had a local trails map. There isn't one for here but it is a good idea since it is much requested. She will ask Mike Lane if it is possible. There are not many inland trails and we do have a map of the access points to the beach at The Sea Ranch and Gualala Point Park. Sophie mentioned Soda Springs Reserve, Linda, Voorhees Grove and Randy the Pirates Cove trail which the RCLC has access to. We will discuss it at the next meeting.

Review of Action Items: done

Next meeting: August 7, 2012 Agenda items: Website reports, Robert report from CALTRANS meetings, trails map, LTP, Apple Fair, event card final

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Adjournment: 7:50pm

Action Items:

All – use the website to observe how it works and how friendly it is; outreach and recruit for the LTP.

Linda – work on event card; get signed on card at WestAmerica; work on LTP poster; newsletter

Tim – get signed on card at WestAmerica; website training with Jimi and Laura, work on site, and post job ad on it;

Sophie – look into getting a stamp for the tear pads; hiring committee; decide if going to Apple Fair

Laura – send annual events to Linda, ad to ICO, analytics link to Tim, Gualala River Run info to listserve and Facebook (later)

Donna – look into The Sea Ranch listserve weather program to maybe use on our website, ask Mike about trails map

Kit - Let the Lions know the graphics of the Chamber part should be improved;

Robert – attend bike meetings and report back; hiring committee

Lindsay – hiring committee; newsletter