

Minutes
March 11, 2009
Chowchilla District Chamber of Commerce
Civic Center Public Meeting Room
12:00 Noon

CALL TO ORDER: The meeting was called to order by President Janet Scroggins at 12:16 p.m. Present were: Vice President Moss, Treasurer Fall, Past President Ahmed, Directors Chavez, Flanagan, Harrell, Jones, Pistoresi, and Ginsburg. Absent was Director Moles.

PUBLIC COMMENT – Section 2

None. Manager Flanagan advised that First Five Madera was on the agenda but asked to be rescheduled due to illness of the presenter.

CONSENT CALENDAR – Section 3

3.1 Approval of minutes, February 11.

Motion was made by Vice President Moss, seconded by Past President Ahmed, to accept the February 11, 2009, Meeting Minutes. No discussion; motion passed.

3.2 Approval of attendance, February 11.

Motion was made by Director Pistoresi, seconded by Past President Ahmed, to accept the February 11, 2009, Attendance. No discussion; motion passed.

CORRESPONDENCE – Section 4

4.1 Get Motivated Seminar, San Francisco Cow Palace, March 24 \$4.95 or \$19 for office

4.2 Professional Property Management LLC, seeking applicants for Chowchilla Garden Apartments.

4.3 Chowchilla Lions 4th Annual Scholarship Dinner Donation Request, March 21 at Little Theater
Letter sent regarding budgeted donations.

4.4 Chowchilla Barn Burner Fund Raiser for accident victim Melvin Bell, cinnamon rolls \$10/doz

4.5 State of the County EDC Luncheon, March 18, 2009, at Madera Golf Course

REPORTS – Section 5

5.1 ADMINISTRATIVE:

5.1a Treasurer's Report: Treasurer Fall reviewed the monthly and aging P&L report; the Balance Sheet, and the Check Registry.

Treasurer Fall reported that the 2009 Budget income shortfall is now balanced due to the Installation Dinner and the Wine Express fund raisers. This is with the Golf Tournament coming in at \$14,000.00. Manager Flanagan asked if the budget allows for the Manager to attend dinners relating to business issues. Treasurer Fall advised that there are funds designated in the funds for Employee Expenses covering gas and related expenses. President Scroggins instructed the Manager to email draft 2009 budget to Board Members for approval at April Meeting.

Manager Flanagan advised that the delinquent membership report must be addressed by the Board per the By-Laws.

Motion made by Director Flanagan, seconded by Director Jones, to extend the time for membership payments to six months due to the economy and then review delinquent accounts by Board. No discussion; motion passed.

Treasurer Fall reported he has not given the Audit Committee the reports but advised he would provide by Thursday, March 12, 2009 to them.

5.1b Manager's Report: Manager Flanagan reported new member, Lori Ringeisen CPA, requested a ribbon cutting for late March. Board agreed March 24 at 10 a.m. for ribbon cutting. Also reported was the 25 members have renewed since last meeting. Manager Flanagan noted the new businesses being solicited to become members with 45 packets out. Manager is working on time to follow up on all of these businesses who were sent packets. Also reported is that non-Board members are contacting the office to have packets sent to non-members.

Manager Flanagan reported that two members had send in comments: (i) requesting understanding why city seeks outside vendors to work city limits and (ii) Chamber budget should be based on dues and fund raising income be used to help local merchants; i.e., advertising, promoting.

City Administrator Red responded re the city contract for trees and for general maintenance in that a packet "Request for Proposal" is published for any projects or jobs that are not completed by City Staff. A master contract for Request for Proposal is available and open to any and everyone. The Request for Proposal is advertised in the Chowchilla News as required by Law and on the website. The package is available to anyone who requests one. Based on the submitted proposals the best and most cost efficient bid is selected and contracted out through the Council with an agreement, whether 2 or 3 years, it is reviewed at the end and put out to bid again unless there is a rollover clause in the agreement. Director Pistoresi inquired if there is a policy where local businesses get a percentage cost break. Administrator Red noted that it is in an ordinance and their policy that if in any way the city can use local businesses. Also there area liability issues; therefore businesses must have the liability insurance required to bid the City projects. Complaints have come into the City and when businesses find out they do not have the high insurance policies needed to be considered for the job; some businesses have acquired the insurance and are now getting bid awards.

Manager Flanagan advised the Trinity Pregnancy Resource Center was not joining in time for the ribbon cutting on Friday, 3/13, due to their Board having to meet to discuss membership. Mayor White will be cutting the ribbon for the Grand Opening. Administrator Red advised that the City does not do ribbon cutting and we need to work with business to have the Chamber do ribbon cuttings, as their member, and the City representatives will be present. Manager Flanagan advised that the Center arranged their own Grand Opening ribbon cutting with the local contacts. Vice President Moss noted he will also be present as President of their Board and will encourage them to become members.

Manager Flanagan requested a motion by the Chamber Board to support the Tourism Alliance so she could continue to market Chowchilla to this group. Discussion followed regarding the relationship between the Tourism Alliance and the YSVB. Vice President Moss suggesting to contact the Chowchillian Indians of the Yুক্ত Tribe researching their heritage with a Grant from Chukchansi to be members of the Chamber.

Motion by Director Pistoresi, seconded by Director Flanagan, to support the Tourism Alliance and Manager Flanagan to be the Chowchilla Chamber's representative. There being no further discussion, motion passed.

5.2 WORKING COMMITTEES:

5.2a Valentine Wine Express: Vice President Moss noted thank yous to both Treasurer Fall and Past President Ahmed for their contribution through ticket sales and purchasing the last two tickets, respectively. Event was a sell-out and made \$1,656.83. Vice President also noted that the efforts of

Manager Flanagan contributed a great deal to the success of the event. The Committee is discussing the plans for 2010 event.

5.2b By-Laws Revision: Director Pistoresi gave the report due to Director Moles not being present. At the meeting some revisions were made and a copy sent to the Manager. Director Pistoresi noted that since the revisions were not received in time to send out to review before this meeting, the “racked change” copy will be sent to the Directors for discussion at the April Meeting. Manager Flanagan reminded the Board that changes or revisions to the By-Laws requires a yes voice vote with two-thirds by the Directors or the Membership or by a majority of the membership at a special meeting. Director Pistoresi asked that Directors review the suggested revisions prior to the April Board Meeting. If any issues, please contact himself or Director Moles.

Policies & Procedures Review: Manager Flanagan asked Director Pistoresi if the committee had reviewed the Policies & Procedures as assigned by the board to the By-Laws Committee at the January Meeting. Director Pistoresi advised the committee had not; but would do so in order to meet the By-Laws requirement of an annual review.

5.2c General Meetings: Manager Flanagan inquired if there was a Chairperson for the General Meetings. Director Chavez said he would chair the committee working with the City for the July Developers Meeting/Forum and setting up a fall training General Meeting.

5.2d Golf Tournament: Director Pistoresi said the tournament is set for Friday, September 18th at 1:00 pm Shotgun Scramble Start at Pheasant Run Golf Course. Cost negotiated and reduced from the 2009 fees. Committee is discussing cost, activities, and outline volunteers to help during this day, getting sponsors, etc. Vice President Moss volunteered to work on the committee.

5.2e Motorcycle Show N Shine: Director Flanagan noted the committee met and set the date for June 20th at Veterans Park and are discussing with the PAL Ride organizers insight to setting up the run and show. Director Jones gave a description of the contests; the theme is “Fun in the Sun” Run. Director Flanagan noted the committee agreed that the run would benefit the Good Samaritan Food Bank with cash and non-perishable because of these economic times to give back to the community. The meal will be provided by the Friends of the Library Tostado Salad (pre-sell tickets) to benefit the Chowchilla Library and the Chamber would host the beverage booth. Life Change Church has offered the use of their Faith Hall as their contribution to the event.

5.2f Car Show: Director Flanagan commented the date is September 12 in Veterans Park; notices are being mailed to past participants and car clubs; “save the date” ads in car publications; and more to come closer to the date.

5.2g Maps: Vice President Moss committee has not met.

5.2h Christmas Adhoc Committee: Manager Flanagan commented waiting on date to meet from City Admin to meet with Council Ad hoc members. Administrator Red responded that Monday, 3/16 at 8:30-9am to meet. President Scroggins confirmed that the Christmas Ad hoc committee (Scroggins, Jones & Flanagan) available to meet with City Ad hoc members on 3/16 at 9 a.m. at Civic Center. Director Pistoresi commented that Director Moles thought he and Director Pistoresi were on the committee so held a meeting with Councilman Alexander. Director Pistoresi reported on the minutes of that meeting with copies to the Chamber Ad hoc group provided by Director Moles.

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| OLD BUSINESS – Section 6 |
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None.

NEW BUSINESS – Section 7

7.1 Action: CUHS Classes of 1950 through 1959 Reunion: Manager Flanagan noted the requests of the Class Reunion Committee for informational table on May 30.

Motion made by Director Pistoresi, seconded by Past President Ahmed, to host an information table at the CUHS Classes of 1950-1959 Reunion on May 30. Discussion followed. Motion passed.

7.2 Discussion: My OSHA Store: Manager Flanagan explained how the website program works to provide an additional benefit to the membership. Board agreed to provide service under the Bronze Level at no cost to the Chamber to have link on the website.

ANNOUNCEMENTS – Section 8

8.0 ANNOUNCEMENTS

- YSVB 7th Annual Partners in Tourism Dinner, 3/11 at 5:00 p.m.
- Town Hall Meeting, Grace Community Church, Road 26, Madera, 6 p.m.
- 2010 Census Community Kick Off
- Hi Speed Rail EIR/EIS Scoping Meetings: Merced, 3/18, Senior Center, Madera, 3/19, Fairgrounds
- Manager Day off, Monday, 3/23/09
- MCEDC State of the County Luncheon, 3/18, 11:30a-1:30p, \$30.00, Madera Golf
- “Live Above Drugs” Program Wilson School 4/2, 8:30 am-3:00pm – Manager volunteering using Comp Time, Chamber office closed
- Great Valley Center, 20/20 Foresight 12th Annual Conference, 5/6-7, Sacramento

City Administrator Nancy Red made the following announcements:

- City met with the High Speed Rail Commission representatives to voice City’s concerns/suggestions
- Regarding the letter submitted on the McCombs funds for the Welcome Center, the grant is moving forward with the State as presented to take down and rebuild on the same site, it is hoped that the current litigation with the Chowchilla Historical Society regarding deconstruction of Dodge Building will not affect the grant request. A packet of information regarding the Welcome Center was given to Chamber Board President. A group from City, Chamber, community members will meet again later this month with further discussions with the CCHG Committee on the grant.
- Regarding the Rite-Aid project, the Welcome Center is not tied in with the project; the Council has never acted on that. Administrator Red commented regarding the “if’s”: (i) if the grant is received, the building would be rebuilt; if not, there is no money to building it at this time; (ii) if the Rite-Aid plan is still on the drawing board at that time, currently sitting on hold, the Council would then probably give Staff a new direction and if they wanted to entertain selling any of the City property; because they have not yet; that then might facilitate Rite-Aid at that location; and (iii) if option (ii) occurred, could both Rite-Aid and the Welcome Center live in the same area. There would take place a whole lot of discussions, if option (i) does not occur. There has been so much discussion with various ideas and input that the fury has taken hold. Councilman Chavez noted that the Rite-Aid project has not been brought to the Council for discussion point until the grant is yea or nay. The court case is postponed until March 30; Judge is on vacation per Councilman Chavez.
- Banners and Christmas Decorations: as commented above a meeting is scheduled to discuss this issue with the Council Ad hoc. Administrator Red noted that the City is working with the Chamber Manager to resubmit the Chukchansi Grant for new Christmas decorations. Vice President Moss advised that he is not sitting on the County Supervisor committee who reviews and recommends the grant applications to the Tribal Council. Supervisor Tom Wheeler and Chairman Max Rodriguez are sitting on the 2009 review committee. After listing the applications, the two Supervisors go through to create some equality among district, and then the applications are sent to the Tribal Council for

final decision. Manager Flanagan added further input regarding the current Christmas decoration refurbishing to make them more “green”. Vice President Moss suggested that Ron Lawson might be a good resource to consult.

- Budget was just passed with \$350,000+ in cuts after cutting over \$600,000 before going into budget negotiations. When the 2009-2010 budget reviews begin, the City will more than likely meet with the Chamber regarding community contribution because cuts are being made and not sure which categories and how much. We will want to hold the discussion with the Chamber closer to budgeting time to get input to eliminate surprises.
- The Parks & Recreation Dept. move is tied in with the budget and plans are being made to take place no later than June. At that time, the city will meet with the Chamber and County regarding moving into the old City Hall building but that discussion will take place a little later.
- Marketing and Maps: Administrator Red advised that she has notified Manager Flanagan that she will volunteer to help with the maps project to get right maps and software due to regular updates made by the City’s engineering consultants..
- Marketing Chowchilla is getting started with quarterly meetings with the Chamber, Fairgrounds, and City. The City is looking at rolling out a marketing plan something like “The Lights Are On” “Chowchilla is a Great Place To Be” “Why not look at Chowchilla” if looking to relocate. It will be a whole other twist on marketing Chowchilla. It will not be just one group. We will try to get all the powers to be at the table, including Chamber people, so it will be an entire community wide promotion to put us in a better light in other places.
- The Enterprise Zone was approved by Council on Monday night for us to make the application along with the entire county we would not be rolled into that application. We are working on all different angles to present a unified application. There are more applications than zones so a delegation may need to be created to represent our application. The zone will help us compete better when industries are looking to relocate or build.
- Engineer Gary Giersch is working a little and is out and about but still having resulting vision problem. Vice President Moss commented that Gary will be moderating the Thursday night Town Hall Meeting with Denham, Villines, and Berryhill.

Manager Flanagan advised that each Director had a copy of the Community Calendar in their packet that consists of City, Fairgrounds, and Chamber events. This is updated as each entity adds events.

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| ADJOURNMENT – Section 9 |
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9.1 Adjournment.

**Motion by Director Flanagan, seconded by Vice President Moss, to adjourn meeting at 1:32 p.m.
Motion passed.**

Respectfully submitted by Jacki Flanagan, Manager