

Minutes
March 9, 2011 Board Meeting
Chowchilla District Chamber of Commerce
Civic Center Public Conference Room
12:00 Noon

Call to Order – Section 1

President Pistoresi called the meeting to order at 12:16p.m. Present were Vice President Jones, Treasurer Bump, Past President Moss and Directors Christoffersen, Fall, Flanagan, Harrell, Jones, and Rose.

President Pistoresi held a brief swearing-in ceremony for Director Brent Rose who was not sworn in at the January Awards & Installation Dinner.

Public Comment – Section 2

None.

Consent Calendar – Section 3

3.1 Ratify Minutes of February 9, 2011, Strategic Planning & Board of Directors meeting

3.2 Ratify Attendance of February 9, 2011, Strategic Planning & Board of Directors meeting

Motion was made by Past President Moss, seconded by Director Christoffersen to accept the Consent Calendar as presented. No discussion, motion passed.

Correspondence – Section 4

4.1 Madera County Office of Education invitation to *Rachel's Challenge* (previously sent via email to Directors)

4.2 Collette Travel newsletter

4.3 Better Business Bureau notification the Chamber has an A+ rating

4.4 International Green Industry Hall of Fame Inaugural Conference invitation, UC Merced 3/25, 9a-4p

4.5 CalTrans Transportation Foundation Scholarship Golf Tournament Flyer, Belmont Country Club, 5/20

5.0 REPORTS

Reports – Section 5

5.1 Administrative Reports

Treasurer's Report:

Treasurer Bump reviewed the monthly P&L, Balance Sheet, and Customer Aging Report noting that the \$75,000 Welcome Center Account on the Balance Sheet was removed per Board action. Discussed was held the Customer Aging Report regarding adding as an action item at the April meeting. Treasurer Bump questioned the "undeposited funds" of the Check Register. Manager Flanagan will change account name to reflect payments received.

Manager's Report:

Manager Flanagan reported that one new member, Hampton Inns & Suites, Madera, with 16 members

renewed since the February Meeting. The American Legion sent a notice that they would not be renewing their membership for 2011.

Manager Flanagan reported working with Hampton Inn and Antenucci's to set ribbon cutting dates.

Manager Flanagan advised that she would be attending the Central California Chamber Alliance luncheon in Turlock on March 16th. The CCCA is being revived to create a unified body to address issues regarding State and Federal legislation that affects Central California businesses.

Manager Flanagan and Treasurer Bump met with the Ampersand Biomass new owners. The owner and General Manager discuss their intent to become good community partners and future plans of expansion in the Chowchilla area. They are in the final stages of CUP approval for a 20 year contact with PG&E, hired 24 past and new employees for start up, as well as paying all past due invoices from former operations.

Manager Flanagan noted that updated By-Laws and Board of Directors Listing was included in the packets.

5.2 Committee Reports

Valentine Wine Express:

Past President Moss gave the final report on the P&L Report and noted that the event was a sell out. The event was considered a success even though the event profit was below estimate.

March General Meeting:

Director Christoffersen advised that the General Meeting is being held on March 15 with an SBA trainer presenting the SBA Guaranteed Loan Program starting at 9:00 a.m. in the Public Meeting Room, Civic Center Plaza. We have 11 confirmed attendees, only 2 are Chamber members.

Golf Tournament:

Director Fall reported that Manager Flanagan has prepared the flyers for both the Team Registration and the Tee/Sponsor Request and will be mailed to membership and past players. Director Fall has a sign up sheet for Directors to solicit Tee Sponsors from businesses they know or work with. The Tournament is scheduled for May 13th with a 1:00 p.m. Shot Gun Start. Director Fall reported he had met with Russell at Putter's Bistro regarding the dinner.

Manager Flanagan noted that at the April meeting there will be a sign up sheet for Directors to select time slots to work at the Golf Tournament.

President Pistoresi mentioned that one of the biggest problems is to get teams to play. He emphasized it is important to get teams signed up early.

Scholarship Run:

Director Harrell reported that the committee met and ran into several obstacles so the committee is recommending that the run be postponed until 2012 so more planning can be done. Director Harrell also noted that several run routes were being considered to minimize obstacles. Discussion followed regarding getting members who are runners and have ideas that might help make the run a success.

Car Show:

Manager Flanagan asked to report on an item of concern regarding the Car Show in September. Manager Flanagan reported that the City has not yet returned the approval for the Car Show to be held in Veterans Memorial Park. The City Administration is determining what type of staffing/services they may have available to allow the use of the Veterans Memorial Park in September. Manager Flanagan stated she had requested a list of items that the Chamber volunteers might be able to handle for the City in order to still hold the Car Show. Discussion followed regarding other options for places to hold the Car Show and

getting additional volunteers if needed. Manager Flanagan will report back to the Board once a final decision is received from the City Administration.

Old Business – Section 6

6.1 Managers Compensation Packet Review

President Pistoresi reported that he had met with Manager and since the Employment Contract was for (3) three years, reviewed annually with cash flow and issues with City no hourly rate increase was being requested. President Pistoresi stated he recommends on the contract that the Manager be reimbursed for expenses (she currently pays personally) to attend meetings, luncheon, etc., when representing the Chamber as well as mileage to these events.

A motion was made by Director Brock, seconded by Treasurer Bump, to reimbursement for all fees and mileage to attending meetings, luncheons, events, etc. while representing the Chamber. Discussion followed. A motion to amend the motion made by Direction Brock was made by Past President Moss, seconded by Vice President Jones, to include where Manager's fee is paid their guest is also paid. Motion passed with 10 ayes and Director Flanagan abstaining.

6.2 Stampede Support

Manager Flanagan noted that at the February Board Meeting a position to wait and see if Stampede approaches the Chamber for support. One of the Stampede Princess has requested Chamber sponsorship therefore Manager Flanagan asked the Board about sponsorship. A question and answer period ensued.

Motion was made by Vice President Jones, seconded by Director Fall, to bypass any support for 2011 since the support is not a budgeted item. No further discussion; motion passed.

New Business – Section 7

7.1 City Budget Reduction Item – Sale of 145 W. Robertson

Manager Flanagan advised the Board that part of the City Council's Budget Reduction Items is the sale of the building the Chamber office is currently housed. Manager Flanagan noted that she had inquired of the City Administration if the MOU would remain in force and what plans were being considered regarding the Chamber's location.

7.2 Website Design and Hosting Proposals

Manager Flanagan inquired if the Board would like to appoint a committee to review proposals to create the Chamber's own website. The rationale for this request is due to the City's reducing services and staff we would be prepared in the event we are advised they can no longer manage the Chamber website. This move would make the Chamber's website more visible by standing alone. President Pistoresi appointed Directors Rose & Christoffersen to the committee and requested the committee to bring back a recommendation at the Board.

7.3 Invitations to Endorse Advertising Gimmicks:

Manager Flanagan asked the Board's direction regarding the numerous requests for Chamber sponsorship/endorsement of advertising gimmicks in Chowchilla, i.e., tote bags, workshop training, etc. Discussion, questions and answers followed. The Board gave the Manager authority by the Board to filter out proposals and those that will benefit the community.

7.4 Disney Institute Training Program Sponsorship

Manager Flanagan introduced Disney's proposal with the Board advising they are not in a position at this time to promote or find advertisers to fund the cost.

7.5 Chamber Financial Support of New Visions for City of Chowchilla Proposal:

Manager Flanagan reported that the Mayor of Chowchilla sent the person who was proposing a number of ideas. Following a discussion of the various items in the proposal, some of which have been done; the consensus of the Board was to work with the person once they opened their business in Chowchilla.

7.6 Grand Opening Promotions:

Director Rose noted that Ava Fitness Center inquired of him if the Chamber would help her promote her grand opening and expansion which is being held in March. President Pistoresi explained the ribbon cutting and Business After Hours procedures as well as the responsibility of the business in promoting their events. President Pistoresi instructed Manager Flanagan to contact Diane at Ava Fitness Spa to educate her regarding what the Chamber can do regarding her open house.

Announcements – Section 8

8.1 Chamber Manager Comp Days off – 3/10 & 3/11

8.2 Chamber sponsored SBA Free Workshop, Civic Center Plaza, 3/15, 8:45a registration, 9-10:30a

8.3 Central California Chamber Coalition, Turlock Chamber Hosting, 3/16, 12:00 Noon, Manager Attending

8.4 Public Hearing State Assembly Committee on Agriculture re Agriculture vs. HSR, Madera County Supervisor Chamber, Madera, 3/17, 2:00 p.m.

8.5 Chowchilla Lions Scholarship Dinner, March 19th, 6 p.m. Little Theater Fairgrounds

8.6 Madera County EDC State of the County Luncheon, 3/30, 11:30a-1:30p (Manager Attending)

Adjournment – Section 9

There being no further business President Pistoresi requested a motion to adjourn.

A motion was made by Director Brock, seconded by Director Flanagan, to adjourn the meeting at 1:25 p.m.

Respectfully submitted,

Jacki Flanagan
Manager