



"Madera County, The Perfect Location"



Madera County Mountain Communities Chamber Alliance
February 24, 2021
Zoom Meeting
Meeting Called to Order 8:04 am

Public Comment

None at this time

Introductions

Bobby Kahn, Rhonda Salisbury, Theresa Wilson, Lanie Suderman, Bobby Macaulay, Laura Young, Wade Wheeler, Bob Brosi, Charlie Saponara, Nathan Alonzo

Presentations

- *Charlie Saponara – Jr. CEO Program, Visalia Chamber of Commerce*
 - *Charlie showed us a great presentation that was successful and generated a nice profit, it would cost \$1,500 per chamber to obtain the program instructions and templates.*

Consent Calendar

- *Wade asked to add "MCMCC as Guest Speakers to Supervisor Wheeler's Town Hall" to Item 6e*
- *Theresa Wilson asked to have the Minutes corrected on Bass Lake's report to reflect that the final approval for the USAF flyover will not be confirmed until June, and to revise the third bullet point to simply say "the Homeowner's Association is reforming." When that change is made,*
- *Theresa Wilson motions to approve the Consent Calendar and Bob Brosi seconds, **motion approved.***

Bass Lake Chamber – Theresa Wilson

- *They held their February 2, 2021 meeting where they decided to implement Fish Sponsors to the Fishing Derby*
- *They heard from Deidra Taylor Brown regarding a Trophy Trout Program*
- *They discussed an Adopt a Shoreline program and will move forward with planning*
- *They are encouraging their 4th of July Boat Parade participants to GO BIG in support of the 20th Anniversary of 911*

Coarsegold Chamber – Laura Young

- *They have an upcoming meeting to install their officers and plan COVID friendly events*

North Fork Chamber – Wade Wheeler

- *Lisa Saroyan has joined their board and there is a lot of energy happening in the downtown area*

Oakhurst Chamber – Bob Brosi

- *They had an unofficial Installation Dinner where Dan Rule, Past President, swore them in*
- *Judi Hussain is volunteering in the office on Tuesday & Thursday from 9 am to 2 pm*
- *There is an upcoming planning meeting for the Fall Festival*
- *They are postponing their billing until April 2021, so members will get 3 months free*

Bob Macaulay

- *He would like each President to speak for 5 minutes at Tom Wheelers Town Hall on March 4, 2021 and everyone agreed except Laura Young, but she will ask another board member to do so.*

Economic Development Commission – Bobby Kahn

- *None at this time*

Action Items

- Visitors Bureau Update
 - *Rhonda announced that YNP will cease the Reservation System on March 1, 2021 and NPS says they have no plan to implement it during summer, at this time*
 - *They will work with Visit California on uniform messaging to travelers regarding safety, trash and other repercussions from overcrowding*
 - *Rhonda and Theresa are working together to support the Keep Californai Working Act with Senator Borgeas and encouraged the team to write letters in support of writing Grants, rather than loans*
 - *Rhonda has been asked to join a panel of speakers addressing Senator Mike McGuire in regards to SB 285 California Tourism Recovery Act*
- MCMC Committee
 - *Bass Lake Chamber will not join, but they will support Coarsegold, North Fork and Oakhurst should they decide to come together as one entity. Laura suggested everyone submit their comments and concerns regarding the matter to Lois to be put on the Agenda for next meeting.*

Meeting Adjourned 9:03 am

Next Meeting is at 8:00am on Wednesday, March 24, 2021 on Zoom.

Minutes taken by and submitted by Lanie Suderman