



"Madera County, The Perfect Location"



**Eastern Madera County Chamber Alliance Meeting Minutes
March 27, 2019
Visit Yosemite | Madera County Conference Room
Meeting Called to Order 8:00 am**

Public Comment

None

Introductions

Theresa Wilson, Rhonda Salisbury, Deniece Busse, Wade Wheeler, Lanie Suderman, Melanie Barker and guest Nikko Mizuno of Pops Restaurant in Oakhurst.

Consent Calendar

*Wade Wheeler motioned to approve February Minutes and Melanie Barker seconded, **motion approved.**
Wade Wheeler motioned to approve February Financials and Melanie Barker seconded, **motion approved.***

Action Items

- 2019 – Goals and timelines – *work in progress as we decide where we want to head as a team.*
- Programs/Grants
 - **California Main Street Program** – *the team seemed concerned with the amount of time and funds it might take. Rhonda asked Greg Little how the Mariposa Main Street program was coming along and he replied with frustration with lack of initial funding and help from their committee members. This turned into a discussion about getting all entities together to work on it, such as Oakhurst Foundation, Oakhurst Beautification, all chambers and the Oakhurst Community Center. Rhonda will ask Civitas to come present Business Improvement District plans and how they work. We discussed, at length, the possibility of reorganizing and everyone seemed to like the idea and we will continue to work on this concept. Rhonda will attend the Oakhurst Foundation meeting, draft a plan and report back to us.*
 - **Work Where You Play** – *Lanie presented a revised copy of the rack card, a change in address, phone and website was requested. Changes will be made and Lanie will get a quote on 10,000 rack cards.*
 - **Fundraising Plans and Ideas** – *Theresa worked on the NAR Block Grant and sent us an email during the meeting. She will contact Madera Association of Realtors to encourage sponsorship and will report back to the team when she has it dialed in. Nativo's got back to us and said they'd be happy to host our VIP dinner on a Thursday, they require a minimum of 90 people and the cost would be \$59.95 per person for a 4 course meal, she will confirm if the \$59.95 is inclusive or ++. The Alliance was encouraged to apply for the VYMC Grant.*
 - **EDC State of the County Luncheon Debrief** - *Everyone agreed that 10 minutes was not enough to represent the Eastern Madera County Chambers. We will be asking for more time, or even to be the speaker. It was said the speakers weren't interesting, spoke too long and the food was horrible. Although, after further discussion, we thought maybe cutting down speaker time and allowing more speakers would help with the loss if interest.*
 - **Tulare Ag Show** – *Wade will present suggested trade show guidelines at the next meeting*

Bass Lake Chamber-Theresa Wilson

- *They started their "beautification project" which consists of installing benches, bike racks, white lights and directional signs. It has been great having the different businesses involved and excited about their new vision.*

Coarsegold Chamber-Deniece Busse

- *They are working on expanding the "Village look" into other parts of the community, with consistent signage and adding lights. They like the Riverwalk idea and will continue to pursue doing something like that.*

North Fork Chamber-Wade Wheeler

- *Lights, signs and fences are in this Chamber's future. They are looking forward to cleaning up the main drag of town.*

Oakhurst Chamber-Melanie

- *They added a part time Receptionist to complement their part time Administrator and they are looking to fill a Board position.*

Nikko Muzino introduced her position at the newly acquired Pop's Restaurant as more of the face of things. Currently, they are open 7am to 8pm and serve breakfast all day in the same diner style that its always been. But, they are working towards a Fine Dining experience with a Beer & Garden going on and entertainment. She is interested in becoming involved with the committee and we look forward to welcoming her!

Meeting Adjourned 9:21 am

Next Meeting is at 8:00am on Wednesday, April 24, 2019 in the Conference Room at Visit Yosemite | Madera County in Oakhurst.

Minutes taken by Lanie Suderman and submitted by Theresa Wilson