

Eastern Madera County Chamber Alliance Meeting Minutes

February 27, 2019

Oakhurst Visitors Center

Meeting called to Order 8:00am

In Attendance: Laura Young Lanie Suderman, Theresa Wilson, Rachael Snedecor, Wade Wheeler and Bobby Kahn.

Public Comments

Consent Calendar

Approval of Minuets and Financials move to approve , Wade Wheeler , Laura Young 2nd ,Approved .

Discussed need for more fundraisers in order to provide our communities with beneficial information and programs current balance \$2,209.85 .

Action Items

2019 Goal and Timelines . Discussion continued regarding a VIP Business owner Dinner in Nativo's at Chukchansi . Laura suggested that we present a formal proposal to Marketing Department. Theresa will prepare and present.

Alliance Group 2019 Program and Grants

California Main Street Rachael Snedecor (Executive Director of CMSA) presentation and discussion on how to move forward. Mariposa is a California Main Street project that we can look as an additional resource. Power point will be sent to Lanie to decimate to the committee for further discussion prior to the EDC State of the County Luncheon. We need community and business buy in in order to be successful. Discussed how each chamber would participate in the cost of annual membership, we can join as an Alliance.

Racheal suggested we have a meeting about what is needed in each community to discuss some of our successes and failures and the improvements needed in each community. We need a landing page on our websites and suggesting joining Sierra News Online to get the message out and community involvement. A conference call will be scheduled for the committee to discuss this further.

Work where you Play. We all sent in our suggestions and will have them updated. Lanie showed us some mock ups of the new cards, some changes still needed, will bring back to next meeting for approval.

World Ag Expo The booth looked too much like Visitors Bureau so a suggestion that we get a banner with all Chambers represented. North Fork and Coarsegold have 30” runners to go on the table. Lanie wants to move the location of the booth. Laura shared that the Ag show created a category for us and the space available was in a hallway which is not ideal. We need more giveaways . We discussed the need for guidelines on how the table is set up and if those manning the booth are representing the Chamber or their own businesses. This needs to be done as quickly as possible so all are in agreement. We all agreed we want to attend again in 2020

Madera Compact Mixer. Coarsegold going, North Fork going, Bass Lake Going.

State of the County Luncheon. Theresa, as the EMCA Chair can speak for 10 minutes however having each Chamber speak about their areas would most likely garner more interest from the audience.

Time ran out so Chamber reports to be emailed to Theresa for inclusion into the minutes.

Adjourned 9:35

Respectfully submitted,

Laura Young

Secretary

Next Meeting March 27, 2019

8:00 AM

Visitors Bureau in Oakhurst