



**"Madera County, The Perfect Location"**



## Eastern Madera County Chamber Alliance Meeting Minutes

April 24, 2019

Visit Yosemite | Madera County Conference Room

Meeting Called to Order 8:00 am

### Public Comment

**Bobby Kahn** announced that Chukchansi will offer grant opportunities for 2019

**Wade Wheeler** announced that the Snowline will soon open as a bar with bar food

**Theresa Wilson** brought up the discussion of resurrecting the EMCCA to go after bigger things. The Oakhurst Area Chamber of Commerce is currently a DBA under the original EMCCA 501(c)3. Bass Lake and North Fork Chambers are open to the idea. Oakhurst Chamber had many questions and Coarsegold did not attend the meeting. We need to create an outline of how it will work and will continue to have discussions. Moving forward, this subject should be added as an Action Item to the Agenda, so Lanie knows where to put it.

### Introductions

*Donna Smith, Rhonda Salisbury, Bobby Kahn, Theresa Wilson, Lanie Suderman, Wade Wheeler*

### Consent Calendar

*Rhonda Salisbury motioned to approve February Minutes and Donna Smith seconded, **motion approved.***

*Rhonda Salisbury motioned to approve February Financials and Donna Smith seconded, **motion approved.***

### Action Items

- 2019 – Goals and timelines
- Programs/Grants
  - **Nichole Farley with Civitas (Tourism Business Improvement District)** – Postponed
  - **California Main Street Program** – *We have no money, so there's no update. Bobby suggested we use the money in our account.*
  - **Work Where You Play** – *VYMC will host the landing page, phone and address. Chambers should put together Welcome Packets and be prepared to send them out. Bobby Kahn will bring a box of the EDC Welcome Packs as soon as he is back up the hill.*
  - **Fundraising Plans and Ideas** – *We tabled Nativo's idea. Their expectations of 90 minimum and the cost of a \$75 meal was just too much.*
  - **Tulare Ag Show** – *Wade did not have trade show guidelines, but he will contact Kathy at Sierra Vacation Rentals for a sample and generate our own to bring them next month.*

### Bass Lake Chamber-Theresa Wilson

- *They are plastering their businesses with a new Beautification campaign and expect it to help, tremendously. Fishing Derby is coming up. They plan to contact Madera County and USFS to clean up roads, trees are creating hazardous driving conditions.*

### Coarsegold Chamber-

- *Absent*

### North Fork Chamber-Wade Wheeler

- *Is partnering with Boost and doing a 4<sup>th</sup> of July parade. The car show and Oktoberfest are also scheduled. Rhonda will help get their website back up and running. Wade will email the Board of Directors information to Donna Smith for insurance purposes.*

**Oakhurst Chamber-Donna Smith**

- *Jessica Trettin has joined the Board and they look forward to working with her. Fall Festival is in full force and they have a few new event ideas.*

**Meeting Adjourned 9:41 am**

**Next Meeting is at 8:00am on Wednesday, May 22, 2019 in the Conference Room at Visit Yosemite | Madera County in Oakhurst.**

**Minutes taken by Lanie Suderman and submitted by Theresa Wilson**