

**Madera County Mountain Communities Chamber Alliance Meeting Minutes**  
**September 30, 2020**  
**Zoom Video Conference**  
**Meeting called to order on 8.03AM**

In Attendance: Lanie Suderman, Bobby Mac Caulay, Aran Johal, Theresa Wilson, Wade Wheeler, Bobby Kahn, Rhonda Salisbury

1. **Call to Order:** Chairperson Aaron Johal called the meeting to order at 8:03 am
2. **Public Comment:** None
3. **Introductions:** Self Introductions
4. **Presentations:** None

**5. Consent Calendar & Financials:**

a) Minutes from August 26, 2020

Theresa requested the following corrections: Under Bass Lake Chamber Sentence#3 should say EMADCO rather than Edmadco. 7<sup>th</sup> line down should read “there is a petition” circulating (not they are). It is not a chamber petition. 2<sup>nd</sup> to last it should read members rather than member

b) Financials

Motion to approve minutes as amended was made and to approve the consent calendar by Theresa Wilson. Second by Rhonda Salisbury. Motion carried.

**6. Representative Chamber Reports:**

Bass Lake Chamber- Had the surprise and event of our lifetime on Labor Day weekend in both Bass Lake and North Fork. The community was evacuated on September 4<sup>th</sup>. The month of September was pretty much wiped out for Bass Lake. Just now getting back in our homes. Tremendously grateful and want to say thank you to all of the firefighters for protecting the Bass Lake Community. As a result of the fire the Forks and Millers have closed for the season. The Farmers Market is over. We need the county, state and federal governments to work together to help us become fire wise, create fuel breaks and clean up the sides of roads. Had fires ignite on side of Road 274. We will be putting something together to submit. Communities have suffered enough with COVID shut down. Our county does not seem to be able to move past the state mandated guidelines to open back up. Businesses are going under and we need to be a stronger voice for our community members. Lake draw down is underway. This is normal operation. People have been notified to remove their boats. Smoke is still an issue and affecting air quality. Businesses in the Village are opening. Ducey’s are doing their family dinners again.

Coarsegold- The fire interrupted the community when evacuation notices were issued. Want to recognize the Coarsegold Rodeo Grounds for taking on all the animals. The community rallied lending support in any way possible. They are collecting donations for the Creek fire. Mountain Medical Supply has set up a tent to accept clothing and other supplies for people affected by the fire. There will be a Trunk N Treat hosted at the Rodeo Grounds from 7pm-9pm on October 21<sup>st</sup>. Looking for businesses and community members to donate candy so the kids can have the Halloween experience.

North Fork-Fire affected the community. The town has been in shut down since the start of the fire. Just so thankful for the first responders, firefighters and all the various agencies.

Trying to figure out if they can do the Truck n Treat event. They are planning on doing it but just want to figure out social distancing. Everyone is back in town trying to figure out what is next. Hot Shots is going to open October 1<sup>st</sup>. They will be doing something for first responders.

Oakhurst-Had meeting last week. Had a “mini” grand opening for Tractor Supply. Only one person from the chamber was able to attend due to the circumstances (Fire/Covid). Tractor Supply has joined the chamber and are excited about being part of the community. Fall Festival was canceled. They had planned on doing a membership drive-by event but because of the fire it was also canceled. Board changed so that now officers will have two year terms instead of one year. Bob is continuing to send out the weekly newsletter. They are hoping to make that a resource of information for the membership. Theresa recommended to be sure to stagger terms when going to two year terms.

Comment by Aran: since Bass Lake and North Fork businesses felt the biggest impact from the creek fire can we identify businesses that reopening and some type of reopening event to let people know they are open for business.

Theresa: Possibly pick some dates to visit a particular business. Try to get people to go to that business in all the communities.

Wade: Red Barn Coffee Shop (formerly Amanda’s) did a fund raiser for the firefighters and raised \$16,000 in one day.

Theresa: We use to have fund raisers for the Bass Lake First Department, where is she sending that \$16,000?

Bobby MacCaulay: On the 10<sup>th</sup> his Rotary Club will be painting the YLP Fire station #10 and doing a barbeque fund raiser. In talking with the Chief this type of activity makes a big difference. Not sure Bass Lake has an overly active station anymore. North Fork station #12 has pretty active group and is need of some improvements. Hoping to build an ambulance bay in coordination with the fire station. It is about engaging the right people so if any chamber wants to do something he is happy to assist in coordinating. There are non-profits set up to handle funds. All of these fund raisers are great and people are doing great work but the funds need to have oversight. We need to organize the community side to engage the proper audience.

Wade: North Fork Chamber set up a committee to oversee the distribution of funds raised.

Bobby Kahn: wanted the group to know the EDC has their 501-c (3) and have the ability to hold funds and act as a fiscal agent.

Aran: He and his family will be doing a \$5K match for the volunteer fire axillary also doing the same in Coarsegold for the Yosemite Lakes Park Fire Station. They will doing a match of all donations that come in during the month of October up to \$5,000.

Visitors Bureau-Tourism was pretty strong in Bass Lake. Up to about 50% in the surrounding areas which is better than what it could have been considering COVID then the fire put everything on hold for the month of September. Getting started back up again this week. Contracted with Jeff Aeillo who has been doing updates on the fire. He is a video producer. He has a program called “Outside With PBS”. We have contracted with him to do a scenic Byway video. “Beauty and the Beast” type of video. In the State of California we can no longer say avoid fires in our tourism packages. It is a fact of life so we need to talk about it and talk about it in a positive light. We are going to show some of the beauty. Some of the fire and do it in a creative way that will come out in March. We will also be doing another project with him most likely about artists and the incredible art we have around the area.

Free PPE distribution. We will be doing that one more time. The State of California Office of Emergency Services partnered with Madera County and was led by the City of Madera. We received a huge supply so each business is able to get a 30 day supply for every employee for free that includes masks, hand sanitizer and face shields. Visitors Bureau will share the link with each chamber. Businesses were so excited to receive the PPE. Yosemite pass system goes away effective November 1<sup>st</sup>.

County of Madera-Regarding "Fire Wise" communities they had a discussion with Yosemite Sequoia RC & DC. They will be administering that program. The county gave them \$50,000 and are looking for a coordinator to work with Cal Fire and the community to establish Fire Wise communities and ideally hoping to facilitate grant opportunities. Fire is still active in Arnold Meadow in the High country so it will be quite some time before access will be available in that area. Today the county will be declaring a public health emergency declaration. This will allow the county to access federal and state funds to provide hazardous removal resources for people that have lost structures or have experienced fire damage on their property. County will have public works teams working with homeowners that experiences losses in streamlining the permitting process to assist them getting back on their feet.

Bobby Kahn- MCEDC will be starting Round Two of the Pandemic Small Business Grant Program. PPP and EIDL will not be considered any longer to make it much easier for more businesses to qualify. Businesses that turned in applications after the August 17<sup>th</sup> deadline for Round One do not have to complete a new application. If the applications are missing any documents Lois will be following up with each business. We will be putting out a blast tomorrow. We needed to update the information on our website. Still have about 3 million dollars left so not concerned about running out of money.

Aran: The Tweed family is selling the Coarsegold rodeo Grounds and the Broken Bit. They have made a decision to move out of California.

MCMC Committee-No report.

Next meeting: October 28<sup>th</sup> at 8am

Meeting was adjourned at 8:46am

Submitted by: Bobby Kahn