

June Lake Loop Chamber of Commerce Board Meeting Agenda  
January 9, 2019 @ 6 PM @ Community Center

**Items in bold, highlight an opportunity for attendance/participation.**

1. Call to Order: 6:06PM

2. Members Present: Joseph Bogarad, Lindsey Chargin, John DeCoster, Bill Hunt, Janet Hunt, Connie Lear, Mike Lear, Ralph Lockhart (On the Phone), Abigail Ross, and Jamie Schectman.

3. Approval of December 19, 2018 Minutes: Jamie motioned, John seconded. Minutes were approved unanimously.

4. Treasurer's report: Numbers as of 12/31/18.

Cash: \$279.43

Checking Account: \$11,338.37

Paypal: \$4,247.78

TOTAL Assets: \$15,865.58

- a. Financials are still in the process of being transferred to new treasurer.
- b. Abigail motioned for the Chamber to look at getting the online version of Quickbooks to manage finances. John seconded. Motion was approved unanimously.

5. Committee Reports:

a. Membership – No Report.

b. Marketing

- 1. Chair, Jamie, has rescheduled the Marketing Committee meeting to 12/16/19. Topics will include marketing budget, social media strategy and growing The Loop's marketing presence.

c. Events

**i. Leaves in the Loop: A June Lake Autumn Experience**

- 1. Weekend of 10/19/19 & 10/20/19
- 2. **Lindsey & Joseph are Co-Chairs of this event. If you have any ideas or would like to be on the committee, please email Lindsey @ linzcharg@gmail.com.**
- 3. \$4,500 budget for event – We are applying for \$1,200 for advertising from the Community Event Marketing Fund (CEMF) and \$2,500 from the Performing & Visual Arts (P&VA) for event.
- 4. Event details are still being discussed, but ideas include; photography competition, some version of Taste of the Town, guided colors hikes, etc.
  - 1. Connie suggested watercolor class and/or painting competition.

**ii. Winter Fest**

- 1. Weekend of 3/2/19
- 2. Will be a lighter version than previous years

3. **Janet, Ralph and Sarah Walsh are working on this event. If you have any ideas or would like to be on the committee, please email Janet @ hunthouse.junelake@gmail.com.**

iii. **Fishing Summit**

1. To be held prior to Fishing Opener.
2. Looking at Jeff Simpson from Mono County as keynote speaker.
3. **If you have any ideas or would like to be on the committee, please email Mitch McMullen @ mitchmcmullen52@gmail.com.**

iv. **Other**

1. Joseph is still looking into possible Cinco De Mayo event and getting the Hispanic population in town involved.

6. Old Business:

a. **CEMF Grant Application Review**

1. Janet will have application submitted by 1/11/19 deadline.

b. **P&VA Grant Application Review**

1. Janet will have application submitted by 1/11/19 deadline.

c. **Website**

1. **If you see something on junelakeloop.org that needs to be updated or corrected please email Dan @ dan@eastsierra.net.**
2. John suggested holding a storyboarding meeting to help shape and update the website.
  1. Group agreed would be a good idea.
  2. Suggestion was made to get the material from the website that the County created for the loop, for storyboarding session.

d. **This Week in the Loop (Marketing)**

1. Will be added to Marketing Committee tasks.

e. **Infoboard account status**

1. Cancelling membership to spend dollars on more measurable marketing.

f. **Non Profit Status**

1. The Chamber's (501c6) application was turned in to the IRS in June 2018. Application is either approved in 90 days or we're eligible to call and check status after 180 days. Janet will call for status.
  1. This was the Chamber's first application for non-profit status.
2. Janet is noting on the grant applications that our 501c6 status is pending.
3. Chamber has EIN and is listed as a non-profit by the California Secretary of State.

g. **Financials transition plan**

1. See item 4.

h. **Other**

1. **Up and coming – Bylaws and organization committee to update Bylaws and continue to research non-profit status, etc.**
  1. Joseph, Janet and Abigail are willing to be on committee.

**2. If you'd like to help out on the committee please email Janet @ [hunthouse.junelake@gmail.com](mailto:hunthouse.junelake@gmail.com).**

**7. New Business:**

- a. Fishing in the Loop – Guest Speaker Jeff Simpson and Discussion
  - 1. Jamie Schectman gave introduction to Fishing Summit idea.
  - 2. Jeff runs the Mono County Fishery Commission
    - 1. Meetings are held on the first Wednesday of the month @ 10am @ the June Lake Community Center.
  - 3. \$100,000 of tax payer dollars per year are designated for fish stocking in the County.
  - 4. The County has been stocking fish for 30 years.
  - 5. Jeff is happy to report to the Chamber the goings-ons of the Commission in order to help form the framework for the Fishing Summit.
  - 6. Two questions that the Commission is constantly trying to answer (and would accept any input from the public on) – When to stock? And what size?
  - 7. Diploids are currently being grown and will be planted in the Loop (by Department of Fish and Wildlife (DFW)). Hopefully being planted this coming season.
  - 8. DFW stocks 600,000 pounds of fish throughout the Eastern Sierra.
    - 1. For comparison, \$100,000 buys 20,000 pounds (which is how much the County does on their own).
  - 9. Mono County stocks more than any other County in the State.
  - 10. The stocking issue in 2018 was two-fold.
    - 1. Die-off issue at DFW that the County was not informed of immediately.
    - 2. The normal \$100,000 for stocking was delayed by budget revisions at the Board of Supervisor level so it could not be spent.
      - 1. \$50,000 was given to bridge the gap but then it was later in the season anyway.
  - 11. The Fishing Commission was looking at the regulations for Rush Creek and requested a rule change from DFW that would make spawning season, catch and release only.
    - 1. DFW is looking into the issue in August and the new rule would go into effect in 2020.
  - 12. There is \$25,000 available from the County for fishing education type projects.
- b. Setting Chamber Calendar
  - 1. Janet has put together events calendar (meetings, mixers, events). Discussion took place regarding getting it online and out to members.
    - 1. A suggestion was made to schedule the Annual Meeting in September.
- c. Other – N/A

**8. Items from the Floor**

**a. Jeff Simpson**

- 1. **Certified Folders will distribute a rack with ads to your business (paid for by the County). If you'd like to request one, please email Jeff at Mono County @ [jsimpson@mono.ca.gov](mailto:jsimpson@mono.ca.gov).**

2. County staff goes to trade shows (to advertise Mono County), at which they give out raffle prizes. June Lake businesses can donate items to a prize if they'd like. If you'd like to get something into the tradeshow, please email Jeff at Mono County @ [jsimpson@mono.ca.gov](mailto:jsimpson@mono.ca.gov).
- b. JLB Annual Beer Fest is giving 2 tickets per month to local non-profits to raffle off. All proceeds of assigned month go to that specific non-profit.
  - a. We need to choose a month for the Chamber and need someone to head this up. If you can help, please email Lindsey @ [linzcharg@gmail.com](mailto:linzcharg@gmail.com).

Meeting adjourned: 7:44PM

Next Meeting is February 13, 2019 @ 6PM