

June Lake Loop Chamber of Commerce Board Meeting Minutes
Date: July 10, 2019

Note: Underlined items represent a chance to get involved!

1. Call to Order: 6:05pm

2. Members Present: Joe Bogorad, Lindsey Chargin, John DeCoster, Janet Hunt, Ralph Lockhart, Mitch McMullen, Jamie Schectman

3. Approval of April and May Minutes:

- April 10, 2019 - Ralph motioned, Lindsey seconded, All Approved
- May 8, 2019 - John motioned, Jamie seconded, All Approved

4. Treasurer's report:

Cash: 242.45
Checking Account: 12,675.18
Paypal: 250.00
TOTAL Assets: 13,204.61

All dues are paid through PayPal. PayPal charges \$7.50 for every \$250 member payment. A discussion took place regarding a possible better option and it seems PayPal is probably a good option. Joe to reach out to Dan Roberts, regarding PayPal access.

5. Committee Reports:

- a. Marketing
 - i. Media Visits/Press Release
 - 1. 6 different press people are interested in a stay in town
 - 2. Mono County is working with Jamie to schedule stays
 - 3. Need lodging properties to donate 2 night stays! Could be beneficial for the business. Interested properties can contact Jamie at jamie@balancedrocksaloon.com.
 - ii. Triathlon
 - 1. Chamber members gave items to stuff triathlon participant bags
 - 2. Meeting attendees stuffed bags after meeting adjournment
 - iii. Facebook/Instagram
 - 1. 20k followers on Facebook
 - 2. 3k followers on Instagram
 - iv. Radio Spots
 - 1. KMMT & Sierra Wave are running ads that are going good
 - v. Meeting with Mammoth Mountain
 - 1. Board members met with Supervisor Gardner regarding setting up a meeting with Rusty Gregory and Mono County Tourism about promises made to June Lake about June Mountain. Will give update when meeting is scheduled. Main issues to be discussed

are;

- a. Opening/closing June Mountain based on snowfall
- b. Snowmaking Equipment
- c. Upgrade to J1

b. Membership

- i. Document was shared with Board members to sign up for who will reach out to specific non-members
- ii. Joe and Lindsey to work on a script regarding reaching out to non-members
- iii. If you have a friend or colleague in town that is not a member, please encourage them to join. Reach out to Lindsey at linzcharg@gmail.com if you have any questions.

c. Events

- i. Leaves in the Loop
 - 1. Spent \$1,528.19 on supplies and will receive \$1500 from Mono County P&VA grant
 - a. Art supplies for painting class
 - b. Outdoor Stands for shuttle stops
 - c. Prizes
 - i. Amazon Gift Cards
 - ii. Visa Gift Cards
 - iii. Photography Drone
 - d. Cups
- ii. Logo is done and being used in marketing
- iii. Next meeting notice coming out soon
 - 1. We're looking for more people to serve on this committee! It will be a new Chamber signature event and any help is greatly appreciated. Contact Lindsey for more info at linzcharg@gmail.com.

6. Old Business:

- a. Management of Website/Socials/Google Voice Phone Number etc.
 - i. Dan is continuing to maintain Google Voice and website
 - 1. John suggested making the radio jingle the voicemail for the Google Voice account. Janet will look into it.
 - ii. Joe, Mitch, Jamie and Lindsey are managing the social accounts. Chamber members are welcome to use social to advertise! Just send over anything you want put up.
- b. Street Banners Plan
 - i. Janet checking with Jessalyn McCoy regarding coordination with the County

7. New Business:

- a. Request from JLVFD for a donation for the annual BBQ raffle (last year we gave \$200 cash)
 - i. Ralph moved to donate \$200 cash, Joe seconded, All Approved

- b. Scheduling of the JLLCOC Annual Meeting
 - i. Annual Meeting to be held October 9, 2019
 - 1. Chair = Janet
- c. ESTA - Volunteer Driver Suggestion
 - i. The idea for the Loop to initiate a volunteer shuttle driver program was presented at the Citizens Advisory Committee (CAC) in response to Eastern Sierra Transit cancelling all shuttles within the Loop (summer and winter).
 - ii. It is agreed that there are unmet transit needs in the Loop, but at this time, transportation might be a better subject for the CAC.
- d. June Lake Weather Station (Abi) - Tabled
- e. Update on Visit June Lake Website (Sarah) - Tabled
- f. Holiday Party Mixer?
 - i. December possibly

8. Items from the Floor:

-Joe gave the junction kiosk key to John Ellsworth with the Forest Service. They are talking about cleaning it up.

-Ralph would like to encourage a conversation with Bob Gardner to make the Balanced Rock more of a park like setting and something for tourists to stop at. A sub-committee regarding the topic is being formed.

Meeting adjourned: 7:09pm

Next Meeting is August 14, 2019

Minutes Submitted by Lindsey Chargin

**June Lake Loop Chamber of Commerce Income Statement For
Period Covering 05/01/2019 to 07/10/2019**

Revenues

Membership Dues \$250.00

Total Revenue \$250.00

Expenses

Advertising - Print & Display \$50.00 - Fishing Summit Poster

Insurance \$875.00 - Robert Harris B&O Insurance

Supplies \$1,528.19 - Leaves in the Loop

Web Hosting and Advertising \$300.00 - KMMT

Total Expenses \$2,753.19