

**June Lake Loop Chamber of Commerce Board Meeting Minutes**  
**Date: November 13, 2019**

**1. Call to Order:** Jamie Schectman @ 6:01pm

**2. Members Present:** Lindsey Chargin, John DeCoster, Connie Lear, Mitch McMullen, Abigail Ross, Jamie Schectman

**3. Approval of Minutes:** No September minutes - work session to prep for October General Member meeting (10/23) and Leaves in the Loop (10/18-20).

**4. Treasurer's report:** No report.

Cash:

Checking Account:

Paypal:

TOTAL Assets:

**5. Committee Reports:**

a. Marketing - Jamie

i. Logo

1. Logo looks too much like PUD's logo

a. PUD does not think we need permission to use similar logo

2. We used the new logo for Mono County Tourism Guide back cover ad

3. Back to the drawing board on the logo - playing with the shape

a. John - thinks it would be ok to use similar logo

b. Mitch & Lindsey - can we incorporate the Loop shape somehow?

ii. Mono County Visitor's Guide

1. New logo used and ad has been submitted for 2020 guide

iii. Radio Jingles

1. Need new donuthole - what's going on? Abi to record.

a. June Pie Grand Opening 11/22/19

b. T-Bar Event 11/29/19

c. Thanksgiving events? Abi will look into.

d. June Mountain Opening 12/21/19

b. Membership

i. 2020 membership dues invoices will be sent out via email. Snailmail to be used if member does not use email.

c. Events

i. Leaves in the Loop Recap - Lindsey

1. Good attendance - got great press coverage leading up to event

2. Highlights - Chair ride, hike, phone workshop, historical walk

3. Not so popular - arts stuff (painting and printmaking)

- ii. Winter Fest 2020 - not scheduled, is there any interest and leadership for this event?
  - 1. Was great event when started and for several years but has since fizzled out.
  - 2. John moved to discontinue Winter Fest, Abi seconded, all approved.

## **6. Old Business:**

- a. General Membership Meeting Recap and Board election results
  - i. Meeting was at June Mountain - Not a very good turnout
  - ii. 2020 Elected Officers = John DeCoster, Janet Hunt, Connie Lear, Ralph Lockhart, Mitch McMullen, Abigail Ross, Jamie Schectman, Amanda Stevens
- b. Update on Merchant Service Account/Charge - No report.
- c. Info Item - 2020 CEMF Grant allocation - \$2,700 for Leaves in the Loop for out of area marketing. Nothing awarded for V&PA Grant.
  - i. Lindsey wondered why this allocation was made? Will talk to Janet about it.
- d. Meeting with Alterra regarding June Mountain - Jamie
  - i. Jamie gave background of ideas and meetings that have taken place (promises made by Rusty Gregory = upgrade J1, better snow making equipment, summer operations, always open until Easter)
  - ii. Bob Gardner attended meeting to discuss with Board
    - 1. After 6 months of trying to be "civil" it's obviously not working
    - 2. Suggests that Chamber drafts a press release stating that Alterra is ignoring June with a warning given to Mark Brownlee that the press could take place
      - a. Bob will email Mark about the possible bad press and Jamie (and others) will work on the press release
- e. Logo and Street Banners (follow up from August meeting)
  - i. See item 5.a.i. regarding logo
  - ii. Abi moves to keep current banners up instead of putting Christmas ones up, Mitch seconded, all approved.
  - iii. John - Encourage businesses to put up Holiday lights
    - 1. Lindsey will send email
- f. Lodging Occupancy Reporting System
  - i. Mono County is working on this - sent email to lodging partners and will get an answer soon on whether or not the County will pay for the program

## **7. New Business:**

- a. Chamber Planning Calendar 2020 - mixers, workshops, events, etc. (see calendar in November meeting Google Drive folder) - Tabled to December
- b. Possible collaboration with Mammoth Photo Festival (to be rebranded) - Kevin Green (support materials in November Meeting google folder)
  - i. First event was October 2019 in Mammoth - 150 attendees - 400 room nights sold
  - ii. 10/15/20-10/18/20 is next year's event (same dates as Leaves in the Loop (LITL) unless we're moving LITL up like discussed this year)

1. They're just looking for space and to be collaborative - not seeking money or advertising
2. Board consensus that it would be great for LITL and the Loop as a whole to collaborate with this event - could bring many more participants and guests
  - a. Next steps - physically look at spots that could be used for event (Jamie and Lindsey will coordinate with Kevin)
- c. 2020 Budget development - Volunteer(s) to work on it with new Treasurer?
  - i. Who is Treasurer? Ralph nominated. Tabled to December.

**8. Items from the Floor:**

- a. Info Item - The June Lake Theatre Festival is now under the non-profit umbrella of MAC and is scheduled for July 25, 2020
- b. June Mountain Season Passes go up in price 12/13/19
- c. Women's Club Turkey Bingo - 11/22/19 @ Community Center @ 6pm
- d. Women's Club Wreath Making - 12/6/19
- e. Connie - During this week when everyone was closed there was nowhere to buy tackle or fishing licenses. Multiple people came looking for licenses at the General Store. How can that change?
- f. John - Businesses all being closed at the same time is really bad for town business. Any tourists that come to town now, likely would not return because there is nothing going on.
  - i. Encourage businesses to stay open!
- g. Jamie - June Pie Pizzeria Opening 11/22/19 @ 12pm & T-Bar reopening 11/29/19

**Meeting adjourned: 7:23pm**

**Next Meeting is DECEMBER 11, 2019 (Election of 2020 Officers)**

*Minutes Submitted by Lindsey Chargin*