Trinity County Chamber of Commerce
supporting our member businesses community and partnerships

Board of Directors
Board Meeting Agenda

Date: Wednesday, January 12, 2022
Time: 6:30 pm
Place: Via Zoom

I. **Call to Order**

II. **Agenda changes**

III. **Introductions of online participants, Board, members, and guests**

IV. **Public Comment / Announcements**

V. **Board and Officer elections**

VI. **Secretary/Treasurer Reports**

   a) **Vote:** Accept the minutes of the last board meeting
   b) **Vote:** Accept financial reports

VII. **Member Business Flashes**
   Opportunity for attending members to provide a one to two minutes business update

VIII. **Old Business**
   a) **General Plan** - https://trinity2050.com/ (No new updates to the website)
   b) **Membership Drive**
      Discussion Topic: How can the Chamber can increase membership?
   c) **Membership Benefits**
      Discussion Topic: What member benefits are working? What Benefits are missing?
   d) **Banking** - a new Chamber bank account has been established at Tri Counties
   e) **Website hosting** has been renewed through SiteGround
   f) **Listening Tour** (Update)

IX. **New Business**

   a) **Chamber Assets**
      1. Kiosks in Weaverville, Mad River, JC, Hayfork Discount (Who is upkeeping?)
      2. Photo Ads in Holiday Market – using Raspberry pi (Dero has been managing)
      3. Social Media - @TrinityChamber (Others?)
         • Social Media Plan
      4. Website(s) – Trinity County.com (Others?)
      5. Email Marketing List

   b) **Chamber Opportunities**
      1. Foundation coordination of Federal Infrastructure Grants
      2. Regional Economic Development Coordination (SCED)
      3. Advertising
         • data from 2022 California Visitor's Guide (Visit Trinity)
         • 2022 Trinity County Recreation and Visitor's Guide
         • Trinity Journal Ad
         • Cornucopia (Redding Airport, Redding Jet Center, Granzellas)
      4. In person events (Weaverville and Hayfork Chambers)
         • Mixer(s)
      5. TOT Strategy Meetings
      6. Partner with 501 c3 for grants (Rec. Center, Standing Wave)
      7. Bulk rates for advertising (video) print brochures/posters

X.   2022 Meeting Schedule: January 12; March 9; May 11; September 14; November 9

XI.   Adjourn

Trinity County Chamber Member Benefits

- **Pro-business advocacy with government**

- **Membership networking**

- **Business discounts through Excelerate America –** OfficeMax/Office Depot, Dell, Quickbooks, MOO, and Morgan Stanley

- **Discounted CalChamber SB1343 Harassment Training and CA required HR publications**

- **25% Bonus on ads placed with KIXE TV**

- **$10 off KIXE Passport Membership**

- **One listing in the County Chamber Market Place Directory**
  URL – TrinityCounty.com/members

- **Business listing and website link on VisitTrinity.com in related areas**

- **Co-host business events with the Chamber**

- **Receive Chamber Business News/Alerts emails**

- **Host Chamber mixers at your business**

- **Member Business Highlight Flashes posted on social media**

- **Ribbon Cutting,** on request

- **Have a seat on Chamber committees**

- **Use Chamber logo on advertisements**

2020-2021 Trinity County Chamber Board members

1. Ben Reed   Humboldt/Trinity Recreation Alliance
2. Dero Forslund   Trinity County Historical Society (*grandfathered position*)
3. Kevin Cahill   State Farm Insurance
4. Pat Zugg   Trinity County Information Services (*grandfathered position*)
5. Paul Hauser   Trinity Public Utilities District
6. Dana Steinhauser   Trinity River Rafting
7. Travis Finch   Velocity Communication
8. Scott Watkins   Buildaberg
9. Wayne Agner   Trinity Journal
10. Ryan Cinelli   Lakeview Terrace
11. <Vacant>

2020-2021 Trinity County Chamber Officers

- President – Scott Watkins (Interim)
- Vice president – Wayne Agner (Interim)
- Treasurer / Secretary – Travis Finch (Interim)

Social Media: **Facebook**

Name	Likes	Follow	Check-ins
@TrinityChamber	1,208	1,410	
@WeavervilleChamber	647	758	
@Weaverville Historic District	311	311	7,376
@ Jake Jackson Memorial Museum		597	
@Trinity Arts Council	223	253	
@Hayfork Chamber	203	228	
@Trinity County Visitor's Center	557	648	
@Visit Trinity	799	873	
@Trinity Journal	4,406	4,815	
@Trinity County Community	5,169		
@Trinity County Rants and Raves	5,158		

As of January 5, 2022

Trending Hashtags
#TrinityMade
#TrinityEats