

**Granite Falls Chamber of Commerce**  
**Minutes of the General Business Meeting**  
**January 11, 2011**

**Call to Order:**

The meeting was called to order by incoming president, Jim Kapelke, at 6:40 PM. The meeting was turned over to outgoing president, Debbie Taylor, for her departing comments. Debbie reviewed the activities and accomplishments of the Chamber during the 2010 term and acknowledged with appreciation, the Board who served during this period. She transferred leadership, along with the president's gavel, to Jim. Debbie was presented with flowers and a chocolate gavel and plaque from the Board as an expression of their appreciation.

**Introductions:**

Jim introduced the 2011 Board of Directors, Dr. Nita Bishop, vice president, Trisha Broughton, secretary, Jeanenne Hoyt, treasurer, and board members, Vervia Gabriel, Cheryl Desrosier, and Cecil Andrews. The roster of members was read by Trisha, providing introduction and opportunity for a promotional minute by each business present. Next meeting, to be held January 25, each business present will be allowed 1 minute to pitch their business. Beginning with the February 8 meeting, businesses in attendance may purchase a 1 minute promotional slot for one dollar.

**Committees:**

Various events for 2011 were proposed and discussed. It was decided that committees for events would be best established at the beginning of the year. The following events/committees were suggested, with notes and volunteers where indicated:

**Membership:**

Chairperson – Dr. Nita. Cecil reported that the 2011 membership renewal feature is up and running on the Chamber website and PayPal has been activated for payment. Dr. Nita will focus on new members with enticements for joining.

**2011 Open House:**

Chairperson – Trisha Broughton. The date for the 2011 Open House is scheduled for Saturday, February 12 and will be held in the Visitors' Center atrium and adjoining room. Tiana from Café at the Falls will host a wine tasting at the event. Drink tickets will be provided to each member in attendance, with the cost to be reimbursed to Café at the Falls by the Chamber. Trisha volunteered to design, print, address and mail the invitations. It was moved, seconded and passed with unanimous vote to set a budget of \$600. Food and beverages will be provided by the Chamber. Committee members were solicited; Cecil, Jim, Robin, Debbie, Dr. Nita, Becca, Sherri, Christy, Tiana, Kristi and Wendy volunteered. Tiana will provide an acoustic guitarist for entertainment. Tiana will provide licensed servers to serve the wine. Trisha set Monday, 1/17 at Alfy's at 6:00 for the first committee planning meeting.

**Logo/Bumper Sticker/Window Clings:**

The logo/bumper sticker/window clings were discussed. Pilchuck Promotional offered to submit a bid. It is planned that they be ready to be distributed to members and guests at the Open House. Jim will also solicit a bid from Michael Jackson at Covenant Promotional.

**One Day/City Wide Cleanup/Recycle/Replanting/Earth Day:**

Chairperson – To be announced. The tentative date was set for the 3rd Saturday in June to prepare for MLE. Father's House, Granite Falls Coalition, the Mormon Church, the Chamber and many businesses and residents participated in the events last year. Sherri will talk with Pastor Jim at Father's House, Mary Wysocki with the Granite Falls Coalition and the Mormon Church to coordinate the event.

**Mountain Loop Experience:**

Chairperson – To be announced. It was agreed the Chairperson needed to be strong, organized and able to coordinate multiple tasks. Cheryl received a letter from the owner asking her to put "Do Not Trespass" signs on the property previously used for the carnival. It is believed this was caused by complaints received last year, perhaps insurance issues. It was agreed a letter would be sent to him to inform him of the Chamber's insurance coverage and negotiate use for the 2011 event. It was stated the event needed to draw from within and outside Granite Falls and the surrounding community with widespread and effective advertising. Jeanenne has talked with the carnival owners regarding the 2011 schedule. Consideration was given to not having the event, with the exception of the carnival and maybe the street fair. It was suggested booths be available again for \$25. each and no cost to the first 10 non-profit organizations. It seemed to be an effective way for them to earn funds for their activities as an alternative to soliciting businesses for donations. It was suggested the swap meet/garage sale/street fair should be bigger and needs extensive promo. It was moved, seconded and passed unanimously to table further discussion to the 1/25 meeting.

**Flicks at the Falls:**

Chairperson - To be announced. Cecil reviewed the 2010 event with three nights of movies. Last year, the first event was held during the evening after Mountain Loop Experience on June 26, the second, July 23 and the final event was held August 21. The first movie, shown as a closing event to the Mountain Loop Experience, recognized the best attendance. Mike Trask of Granite Falls IGA and Cole Waldo of FSX, Granite Falls co-sponsored the event. Last year, Mike solicited product to be donated for sale at the concession stand. To date, no sponsors have made themselves known for 2011. Mike and Cole will be approached again this year. Additionally, Jeanenne will compose and distribute sponsorship letters to selected businesses, using the Railroad Days format, in an attempt to secure sponsors. The Little League did an exceptional job at hosting the movie events last year, including preparation and cleanup of Perrigou Field. They were able to earn funds to support their events and are eager to participate again in 2011. The City of Marysville Parks and Recreation Department needs to know whether or not we will be holding the event again this year, as they provide the equipment and film to put on this event. We will again need to draw up a contract between the City of Marysville and the City of Granite Fall, in addition to the contract between the Chamber and the City, assuring them reimbursement of costs. The proposal to have Flicks at the Falls

again this year will need to be presented to the Granite Falls City Council. It was agreed more advertising would likely produce greater attendance. Promotional spots before and after the event could provide off-setting benefit to sponsors. Displaying sponsor banners could be an alternate way to highlight sponsors. It was suggested that the Chamber could absorb the costs if no sponsors were forthcoming. It was moved, seconded and passed by unanimous vote that the Chamber support this event in the absence of support from sponsors. A committee will be solicited at a future date. The selection of the movies to be shown will be put before the membership for a vote.

**Economic Development Summit:**

Chairperson - To be announced. The event was put on the agenda in December, 2010 for discussion at the 1/12/11 City Council Workshop. It was removed, then added back with the support of the Council Members and Board. It is the focus of the Chamber to include topics including business license procedures, Granite Falls signage, development of light industrial areas in 2012-2015, incentives to new businesses. The workshop is scheduled at City Hall at 7:00 and Chamber participation is encouraged.

**Phone Book/Directory:**

Chairperson – To be announced. The Phone Book committee meeting scheduled for 1/12 has been postponed until information from Snohomish Publishing is received. A concern was voiced that new advertisers were not contacted.

**Treasurer's Report:**

Financial reports were presented by Jeanenne and accepted as submitted. Account balances are as follows: General Account: \$8,040., Railroad Days Account: \$13,867., and PayPal Account: \$483. An inquiry was made regarding the Eco-Team Marathon donation approved by the membership. Jeanenne reported it had not been issued pending availability of a donation form. Being advised it was available online, she will issue it promptly. Sherri was asked about the bill to the Chamber to cover the cost of the Senior Appreciation Lunch; Sherri indicated it had been mailed.

**Business Feature Drawing:**

Consistent with the new procedures for drawing the business to be featured in the Chamber page, that is, drawing at the last meeting of the month rather than the first meeting, thus providing additional time for meeting the deadline, Dr. Nita Bishop/Granite Falls Naturopathic Clinic was drawn at the last meeting in December, to be featured for February.

The meeting was adjourned at 8:15pm. The next general membership meeting will be held at the Visitors' Center Atrium on 1/25/2011 at 8:00am.

Respectfully Submitted,

Trisha Broughton, Secretary