

CASTLE ROCK CHAMBER OF COMMERCE
MEETING MINUTES

DATE: April 15, 2005

TIME: 8:00 am

LOCATION: Castle Rock Downtown Deli

PRESENT: President Linda Bauska (Hattie's Restaurant), Carolyn Kennington (Castle Rock Family Dental), Vice-President Sharon Traub (Cowlitz Bank), David Vorse (City Public Works Director), Treasurer Ryana Covington (City), Connie Bush (Kendall's Mud Shack), John Kramer (Exhibit Hall Director)

CHAMBER WEBSITE: President Bauska discussed the proposed website design. The Chamber will need to develop a domain name, at a cost of \$14/year. An alternative would be for the Chamber to partner on the city's website. Bauska listed those names available. Members decided that they wanted a separate domain name to make it easier for web based search engines to find the information. This information will be forwarded to the web designer. Hosting charges from CrystalTech.Com will be \$76.32/year.

BUSINESS FEASIBILITY STUDY: Chabin Consultants is nearing completion of a Business Feasibility And Marketing Plan for commercial and industrial development and retention of existing businesses. Business owners are encouraged to attend a meeting May 4, 2005 from 6:30pm to 8:30pm at Castle Rock Senior Center. Recommendations for the finalized strategic plan will be discussed. This plan will be used by business developers, city planning department, building department and the Chamber to create programs for business retention and cooperative marketing. Contact Jessica Robertson 274-8181 if you need further information.

TRAINING OPPORTUNITY: Washington State Community Trade And Economic Development will be holding their 19th Annual Downtown Revitalization Conference in Chehalis April 27th through 29th. Some of the topics of interest include: 'publicity on a shoestring', 'street trees mean business', using signage to transform the ordinary into the extraordinary', recruiting and retaining businesses and 'developing effective promotional materials'. Anyone interested in attending any of the sessions call: Ryana Covington 274-8181.

DAILY NEWS TRAVEL PUBLICATION: Kramer stated he called back Nathan Loren from the Daily News and advised that the Exhibit Hall would place an advertisement in the publication, if the publication included the Chamber's Mt. St. Helens 25th Anniversary plans. Covington advised that the press release was emailed to Loren.

MOUNTAIN MANIA LOGGERS DINNER: Bauska has notified the Mountain Mania Committee that the chamber will host the Loggers Dinner, scheduled for July 22nd. Mountain Mania will include this in all of their advertisements.

BANNER PROMOTION PROGRAM: Chamber members will be contacted to see if

they would be interested in sponsoring one a banner. These are the banners along Huntington Avenue. Sponsorship will allow a separate area under the banner, listing the business name. This will be similar to the original banner promotion program.

TREASURER'S REPORT: Balance in the checking account is \$1,995.62. Covington stated the membership renewal notices will be mailed prior to the next Chamber meeting.

COWLITZ STREETSCAPE: As a result of the input provided by business owners and consumers, a finalized draft plan has been completed for redesign of Cowlitz Street West. Vorse stated City Councilmembers have asked that copies of the proposed plan be distributed to businesses. Councilmembers are also asking business owners to display the plan and solicit comments. Vorse will forward comments to the city council, prior to final adoption of the plan.

'WELCOME BAGS' PROMOTION: Chamber members were all sent notices inviting them to include promotional items to be placed in Welcome Bags. These bags will be distributed through the hotels/motels and will also include a map of the city, church information and park information. This promotion opportunity will extend throughout the summer. If you are interested in participating, please call Jessica Robertson. 274-8181. Kennington and Kramer both volunteered to help with putting together the Welcome Bags.

MAY DAY PRIDE DAY: The second annual event will be held May 7th, from 8am to 1pm. The CARE Coalition and Hattie's Restaurant will be sponsoring a free spaghetti feed for all volunteers. Jessica Robertson will email the notice to chamber members and she will also be distributing posters to local businesses.

MT ST HELENS 25th ANNIVERSARY EVENTS:

- Vorse asked businesses to contact him (274-7478) if they want to donate a coupon or any other item to be distributed to participants at the 5K Run/Walk. This event will be held May 21st, with registration at Cascade Marker parking lot.
- Traub reported that Cowlitz Bank has given permission for the car show to use their parking lot. She stated that Cal Smith (Cascade Market) has also given permission for the use of 15 spaces at his store for the car show.
- Traub also contacted Mr. McGee and he has given permission to use the unfenced portion of this property located on Front Avenue for events. The fenced area cannot be used due to Homeland Security regulations.
- All of the businesses and the property owner at Huntington Avenue North business complex (except Three Sisters Antiques) have been contacted regarding siting vendors in their parking lot area. All contacted have given their permission. Bauska will be contacting the owner of Three Sisters Antiques.
- Kramer stated that he is working with Castle Rock School art teacher, Mrs. Labrum and Toutle schools to provide exhibits for the youth art show.
- Covington advised that Castle Rock School Board has agreed to sponsor a shuttle bus to transport visitors between the Exhibit Hall and Sequest State Park. This will be available on May 14th and 21st, between 10am and 4pm.

CHAMBER ACTION: Chamber members voted to expend up to \$50 to purchase an item for Ken Davis (Castle Rock Pharmacy) in condolence for the loss of his wife. Chamber members noted the many important contributions that Mr. Davis has provided to the community and his ongoing support of the Chamber.

PARKING CONCERNS: Bush voiced concern over cars parked throughout the day, which eliminate spaces available for customers. She noted that many of the vehicles belong to business owners or their employees. Bauska stated that Chief Heuer would contact individuals, if he is made aware of the problem. Kennington suggested sending a letter to business owners notifying them of upcoming events and asking that they support the Chamber's endeavors to promote local business by finding alternative parking areas, such as the City lot on A Street. Bauska and Kennington will develop the letter.

NEW BUSINESS OPENING: Bauska reported that Hoppin House will be opening in the space, formerly occupied by The Deal Man. Hoppin House will be providing facilities for parties and gathering. One of the activities will include a climbing wall.

UPCOMING CHAMBER MEETINGS:

- Mt. St. Helens 25th Anniversary Committee, April 21st, April 28th, May 5th at 3pm, Exhibit Hall
- Chamber Of Commerce Meeting, May 12th 8am, Castle Rock Downtown Deli

Meeting adjourned at 9:15 pm

Respectfully Submitted:

Ryana Covington,
Interim Secretary