

Minutes
Castle Rock Chamber of Commerce
8:30 a.m., December 14, 2006
Castle Rock Senior Center

President Coni Bush called the meeting to order at 8:30 a.m.

Members present: Rick Walton, Myron Nelson, Coni Bush, John Kramer, Mayor Barbara Larsen, Chief Bob Heuer, Sharon Traub, Linda Bauska, Carolyn Kennington and guest Jim Cox.

Secretary's report----Approved as printed

Treasurer's report---Approved as printed

Plants—Coni reported she delivered welcome plants to Fibre Credit Union, Rug Rat Resale and PT Northwest

Conference---Linda reported on a conference she attended in Tacoma. Highlight were:

1. Businesses have found personal relationship with the customer is more important now than ever due to so many people ordering items through the catalog or over the inter-net. You need to welcome people to your business.
2. Poll your customers to see when you need to be open.
3. Leave lights on when you are closed. It shows the customer what you have for sale.
4. What are peers saying about your business.
5. Let people know what is available in your town.
6. Rude and bad experiences turn people away.
7. It costs 5 times more to get a new customer that it does to retain an old one. Customer service is #1.

Linda received a packet of material at the conference and is willing to share it with members.

New signs---Rick questioned the placement and information on one of the new signs by Exit 49. It states the city center is 1

mile when in reality it is only .6 of a mile. He feels this could discourage some tourists from coming into Castle Rock.

The old sign---The older "Downtown/Uptown" sign was discussed. Members were encouraged to bring back ideas for discussion at the next Chamber meeting.

Tree lighting---Coni gave a brief report on the tree lighting ceremony. Myron reported the six homes on the Tour of Homes were outstanding. The families were to be commended for their efforts.

Christmas Decorating Contest---\$100. checks were presented to Hattie's—inside, Bredfield's—window and Cowlitz Bank—office. Each participant in the contest will receive a certificate and the members requested a special certificate be presented to the Castle Rock Middle School. Every student took part in their school's decorations. The three judges were complimented for their work.

T-Shirts---tabled to January.

Information sheet---table to January

Auditing of Books—Coni questioned as to when and how often the books need to be audited. The books have not been audited since the start-up of the new Chamber of Commerce. It was suggested that Myron contact Marguerite Ogden to see if she would volunteer to do it.

Cowlitz Street Project---tabled to January.

Easter Hams/Canned goods drive—It was moved and passed that hams be purchased, not to exceed \$200., to be used as prizes during the canned goods drive prior to Easter. John Kramer (Exhibit Hall) will be in charge of advertising and organizing of the drive.

Dick Hanna Toyota—tabled until further information is received.

Rock Dollars---Coni suggested the Chamber of Commerce sponsor a "Rock Dollar" sales promotion for the city. Tabled

Circus---the circus date will be Wednesday, May 30th. There will be two shows and at the present time the location will be at the fairgrounds. This is a fundraiser for the Chamber and will require help and cooperation from many of the businesses.

Pride Day---Carolyn asked if a Pride Day Date had been determined. 2006 it was in April.

Announcements---Myron passed out the Community Calendar for January 2007. Ted Bredfield will allow the Chamber of Commerce use of the window area of the Wooster Building. Chief Heuer reported the Emergency Office of Cowlitz County is advising all agencies that a serious wind and rain storm is poised to hit the region in the next 12hours and should last into Friday morning.

OUR NEXT MEETING WILL BE JANUARY 11TH, 8:30 A.M. AT THE CASTLE ROCK SENIOR CENTER. PLAN TO START THE NEW YEAR OUT BY ATTENDING THE MEETINGS. COFFEE PROVIDED.