

CASTLE ROCK CHAMBER OF COMMERCE  
Minutes of Regular Meeting  
January 13, 2011

MEMBERS AND GUESTS:

Mike Vorse, President Chamber of Commerce; Carolyn Kennington, Vice-President; Jacqueline Hergert Castle Rock High School FBLA Advisor; Danielle St. Germain Castle Rock High School FBLA Student Representative; Myron Nelson and Georgia Cox, Castle Rock Senior Center; Mark Plotkin, Cowlitz County Tourism; Teresa Bergman, Cowlitz River Dahlias; Sue Pulse and Dean Gray, Flower Pot; Susan Barker, Castle Rock School District; Carrie Yeager, Fibre Federal Credit Union; Carey Mackey and Kathy Miller, Red Canoe Credit Union; Karen Johnson, Castle Rock Visitor's Center and Exhibit Hall; Wayne Lunday, High Cascade Insurance Agency; Jim Misner, Cowlitz County Commissioner; Ryanna Covington, City of Castle Rock; Andrea Gebhardt, Heritage Bank; Jennifer Keene, Council of Governments, Roy Henson, Determination; Ben Harrison, Swanson Bark and Fuel; Mike Hickman, Guest.

*Welcome to our new member Nancy Chenault, The Plant Station.*

The meeting was called to order by President Mike Vorse at 8:32 a.m.

SECRETARY'S REPORT:

A motion was made by Andrea Gebhardt, second by Wayne Lunday to accept the minutes of the December 9th meeting with the following revision to Old Business: *The community garage sale fundraiser was not concluded at the 12/9/10 meeting and will be concluded at today's meeting.* Motion passed.

TREASURER'S REPORT:

No activity for the period. Balance is \$3,360.50.

MEMBERSHIP REPORT:

Membership currently stands at 36 compared to 88 last year.

GUEST SPEAKER: Dave Vorse attended the meeting requesting participation in the Parks and Recreation survey either through hard copy or online. Survey results will assist in defining the direction over the next 5 year period. Deadline for submission is January 18. Dave also distributed information for the "S and M Challenge" a 5K obstacle course race to be held March 5, 2011. Proceeds to benefit the American Liver Foundation.

OLD BUSINESS:

- Newsletter:

Mike Vorse requested volunteer(s) to write newsletter articles for the *Columbia River Reader* (Business Connection). We would need to commit to a monthly article. This could function as the Chamber's newsletter.

- Community Garage Sale:

Wayne Lunday communicated the fundraiser has been concluded (per revision to previous minutes). There were 40-60 participants and more participants who did not pay. There are some challenges to

overcome and if we continue this fundraising project, tasks should be started in early Spring and linked to Mountain Mania. Request to include this item on the March business meeting agenda.

- Boulevard Banners

New banners are installed. A total of \$700.00 was generated during last calendar year.

- Exhibit Hall Business Card Holder

Business card holder to be installed. Members are requested to prepare standard size business cards and bring to any meeting or deliver directly to the Visitor's Center.

- Budget Committee Report

Due to scheduling difficulties, the committee has not had the opportunity to meet. The committee will meet January 18 and a budget report with recommendations will be presented at the February meeting.

- Economic Development

Issues in need of resolution continue. Tasks need to be "fine-tuned." Per a request from Ryanna Covington, this item will not appear on the agenda for the next Cowlitz County Commissioners meeting. Jim Misner shared thoughts about expenditure of the grant funds. Mike Vorse shared the intent was to find a project director/manager to implement the changes within the economic development plan. All agree the task is in need of direction and we do not want to lose local input. The Chamber of Commerce has the opportunity to participate in the interview process for hiring when it occurs. Ryanna will set a meeting with those who volunteered.

- Hi-Speed Internet Connection

A potential to connect through the city is being explored. Cost of the service will be included in the budget review to determine if the Chamber has continued revenue to cover the expenditure.

- Advertising In The AWESOME Brochure

Mark Plotkin reported the brochure is on track with a variety of new advertising.

- Upcoming Business Exposition Opportunity

A reminder the *Cruise to Success* county-wide business exposition will be held on February 25. Complete information is available at [www.cowlitzcountybizexpo.com](http://www.cowlitzcountybizexpo.com) Reservations for vendor participants will be taken until the end of January.

- Membership plaques will be finished and distributed at the next meeting.

#### NEW BUSINESS:

- The *Festival of Lights* was a well attended event featuring the downtown area. It was suggested the Chamber of Commerce consider adopting this as an annual Chamber event. Discussion regarding this item should be included in future agendas and consideration should be given to incurring additional costs without appropriate revenue streams to sustain the activity.

- Scholarship Fund

Myron also reported the date for scholarship applications will be set and announced at the next meeting. A total of \$110.00 in donations from members can be used to support the scholarship fund. A motion was made by Myron Nelson and seconded by Wayne Lunday to offer two (2) \$500.00

scholarships. The motion was amended to authorize the Budget Committee to approve the number of available scholarships after review of financial status. Amended motion passed.

- Health Fair

The Health Fair is scheduled for Saturday, April 16 at the Senior Citizen Center. In the past the Chamber has funded refreshment costs.

- Spring Clean Up

Potential dates are April 30 or May 7. April 30 is the preferred date. Carolyn Kennington will contact Dave Vorse for logistics. The Senior Center is available for use as “headquarters” and local groups are encouraged to adopt projects or areas.

- Exit 49 Sign Restoration

This activity should be attached to the Economic Development Plan.

#### INFORMATION:

Karen Johnson requested donation of old business signs for display in the Visitor’s Center. Contact her if you have any signs that may be suitable.

The Visitor’s Center will host the annual Quilt Show during the month of February.

#### REMINDERS:

- Next meeting: **FEBRUARY 10, 2011, 8:30 a.m.** at the **SCHOOL DISTRICT**

#### ADJOURN:

Being no further business the meeting was adjourned.