

CASTLE ROCK CHAMBER OF COMMERCE

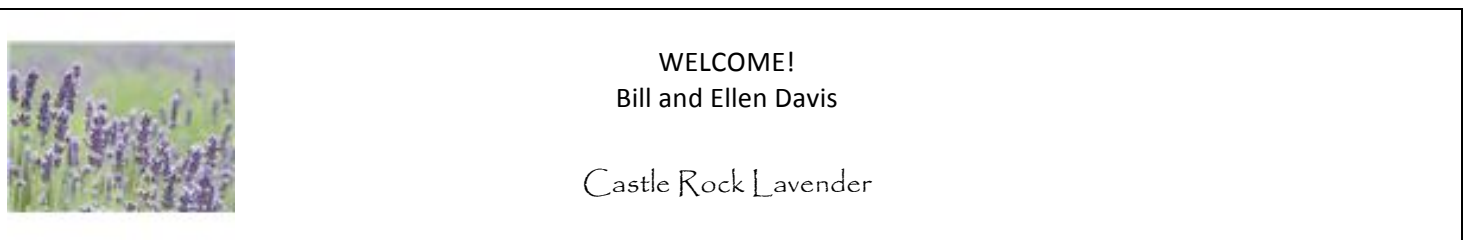
Minutes of Regular Meeting

December 8, 2011

MEMBERS AND GUESTS:

Susie Barker, Castle Rock School District; Teresa Bergman, Cowlitz River Dahlias; Shannon Cahoon, Fibre Credit Union; Nancy Chennault, The Plant Station; Breanna Chick, Castle Rock High School; Kristi Cochrane, Mt St Helens Forest Service; Ryana Covington, City of Castle Rock; Bill and Ellen Davis, Castle Rock Lavender; Myron Nelson, Senior Center; Jon Cox, Cowlitz PUD; Keith Forsyth, To Every Season Antiques; Paul Helenberg, Mayor; Jacqueline Hergert, Castle Rock School District; Karen Johnson, Castle Rock Exhibit Hall; Jennifer Keene, COG; Carolyn Kennington, Cowlitz River Dental; Joan LeMieux, iRamble; Carey Mackey and Kathy Miller, Red Canoe Credit Union; James Misner, Cowlitz County Commissioner; Stephanie Misner, Festival of Lights; Jon Randall, Relylocal; Mike Shannon, Exhibit Hall; Jenn Schapman, Health and Human Services; Dave Vorse, Public Works; Mike Vorse, Minuteman Press/Chamber President.

The meeting was called to order by President Mike Vorse at 8:34 a.m.



GUEST SPEAKER: Nancy Chennault

Leading efforts directed toward community economic development on multiple fronts, Nancy presented projects supporting and ultimately linking each to the Strategic Marketing Plan. One example, the *Red Tulips for Castle Rock* project is linked to community beautification efforts. 500 tulips will be planted for the 2012 season. Tulips can be “purchased” at local businesses for \$1.00 and the bulbs will be planted around town. The funds generated will sustain the project into the future for additional plantings. Further, efforts can provide a pathway for broad marketing to the national horticulture community. This is one example of the coordinated effort to improve our local community.

January 2, 2012 has been scheduled as the first meeting for the Community Economic Development Planning process. This meeting will be held at Castle Rock Elementary-CLC-6:00 p.m. Focusing on 4 areas:

- Community entrance signage and landscaping
- Ombudsman position
- Business development
- Team structure and organization

The first task will be to define Castle Rock in terms of what we have, what we need and what we want. From these efforts teams will be developed to continue the work defined in the Strategic Marketing Plan and assist in showcasing this community as a great place to live, to do business and to visit. Anticipate updated reports on these efforts at each Chamber meeting.

SECRETARY’S REPORT:

A motion was made by Teresa Bergman, second by Keith Forsyth to accept the minutes of the November meeting. Motion passed.

TREASURER’S REPORT:

No report was provided. A budget review committee meeting will be scheduled for January with an anticipated report to the Chamber at our February meeting.

MEMBERSHIP REPORT:

OLD BUSINESS

Paul Helenberg reports the **downtown improvements** are 97% complete. He advised there will be some repair to the intersections requiring the stamped concrete to be poured again.

The **Festival of Lights** is scheduled for the evening of December 13th. The float entered in the Longview Christmas parade was awarded 1st place and considered good publicity for our event. Included in the celebration will be a ribbon-cutting ceremony for the “official” opening of the renewed Cowlitz Street and pictures with Mr. S. Claus at the Visitors Center. A beautiful tree donated by Buck Miller will be lit during the Festival. Plan to attend at 6:00 p.m. near the Post Office.

No report on the **Glee Give a Note** contest was available.

Myron Nelson reported the Health and Safety Fair is planned for April 21, 2012 from 10:00 to 2:00 at the Senior Center.

The Castle Rock Street Art committee plans to meet prior to the next Chamber meeting. The committee includes Stephanie Misner, Karen Johnson, Nancy Chennault, Dave Vorse and Paul Helenberg.

High speed internet, while not very speedy arriving, will be coming soon. This item appeared in previous minutes and there is only one additional comment—it’s closer!

Website update is “in the works.”

A Chamber of Commerce **facebook** has been established thanks to the efforts of our high school representative, Breanna Chick.

The first meeting for the **I Topped The Rock** committee is scheduled for January 31, 2012-12:00 noon at Lacey Rhae’s . An application process is being implemented to award funds. The event is scheduled for the first Saturday in June.

Business owners are requested to use sand or kitty litter on the new walkways of stamped, colored concrete. Rock salt can damage the surface.

Karen Johnson is working on a county-wide calendar of events. Please provide major Castle Rock event information to her for inclusion.

County tourism eliminated the director position. Tourism responsibilities have been assumed by Mike Moss. We bid a sad but fond farewell to Mark Plotkin who served us well during his tenure as the tourism “guru.” Thank you for all your efforts on behalf of the Chamber and the community of Castle Rock.

ADJOURN:

Being no further business the meeting was adjourned at 9:45.

REMINDERS:

- Next meeting: **January 12, 8:30 a.m.** at the **VISITORS CENTER**

PROJECTS:

- Exit 49 sign
- Lion’s Pride light box

COMMITTEES

By-Laws review – Susie Barker, Mike Vorse