

3-9-17

Meeting called to order at 8:30 a.m. by Chamber president Marilyn Young Skogland.

Members present: Jim Mabbot, Jennifer Engkraf, Marilyn Young Skogland, Susie Barker, Mike Vorse, Liz Halili, Nancy Chennault, Carey Mackey, Carolyn Kennington, Cheri Mitchell, Marti Boshart, Jana Gann, Joe Gardner, Mike Shannon, Barbara Haines, Theresa Berglund, Kari & Jon Murfitt, Christy Cochran, Kori Quatermass, Jon Cox, Georgia Cox, Dave Vorse

Updates during introductions: The Castle Rock Lions Club is celebrating its 70th anniversary with a celebration open to the public. The event will be Thursday, May 11th at 6:00 p.m. at the Toutle RV Resort Club House. Tickets are \$12 and will give you access to a baked potato and salad bar. For tickets, please contact Barbara at 360 353 0892.

The 6th Annual Bloomin' tour is coming up, more information to come.

Superintendent Jim Mabbot said that there will be 2 high school student reports interning for the Town Crier.

The Castle Rock Senior Center Baked Potato fundraiser is coming up March 21st and March 23rd. There is also free tax aid available at the Senior Center. April 8th will be the Senior Center Spring Cleaning Rummage Sale and Cookie Sale.

Castle Rock Clean Up Day is April 29th beginning at 8:00 a.m.

Per Joe Gardner, the county is looking at creating a charter to bring on a county administrator. They are talking to counties of similar sizes to see if bringing on a county administrator fixed the issues that it was suppose to fix.

Reports

Secretary's Report: Minutes are available and will be sent to Carey Mackey to be made available digitally.

Treasurer's Report: \$5 in savings, \$8629.25 in Small Business, \$735.41 in Scholarships, \$233.36 in Map Ads.

Community Speaker: Cheri Mitchell from the Town Crier and President of the Winlock Improvement Network. The Town Crier is working on getting back to 12 pages, with 2 pages per town being the goal, as well as working on a sports page. The Crier is currently sent to 5000 homes, plus 1700 copies going to businesses.

They are looking for advertisers and will design ads for no additional cost.

At the CRCDA Annual Meeting there was a sneak peek of the Visitor Center Task Force discussion. The income from the hotel/motel tax is not enough to sustain the center or hire an employee. The employee would ideally be someone who can write grants, do marketing, coordinate events and work under an interlocal agreement.

There was discussion about the various ways to increase funding including: grants, increasing hotel./motel tax. There was discussion about creating a Tourist Promotion Area, which creates a more sustainable funding source. This would apply to the units that can house 40 or more guests including campsites, etc. This avenue would take a minimum of a year to enact.

Another option is having the businesses petition the City Council for a B & O tax. There was one in the past but it had a sunset date and after that was past, the Exhibit Hall couldn't remain open. This money would be specifically earmarked for the Visitor Center operating expenses.

Dave Vorse brought up the electric car charging station option that is available via grant money. The Chamber's official decision after discussion was to go ahead and try for all three types of charging station (overnight, medium and fast).

Nancy Chennault asked for a Chamber donation to help the Horticulture students attend a greenhouse event in Oregon on March 22.

Mike Vorse reported on the Building Bridges business event at the Expo Center. It was well attended and there were lots of other businesses to interact with. They talked about the Longview/Kelso Chamber of Commerce sponsored Sasquatch Event. They had planned for 400 attendees and had nearly 1400 people attend.

Meeting end 9:30 a.m.

Executive Board elected to donate \$125 to the Horticulture Class for their field trip.

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