



Birch Bay Chamber of Commerce
Board Meeting Minutes
March 11, 2021 – 11AM



CALL TO ORDER: Danielle Gaughen 11:08 AM

ROLL CALL: Vanessa Bell (from work); Dave Brewin; Doralee Booth; Derek Jones; Tonya Wahl; Jake Gobble

PUBLIC COMMENT:

Derek Jones – Neighborhood Deputy. Grafitti suspect has been caught. He was charged, Bellingham & Ferndale as well.

- April – Drug drop off at the end of April. Perscription pills can be dropped off and then will be mailed to DEA for proper disposal. Will also happen in Maple Falls at the same time.
- Citizens academy – gave a report about the neighborhoods.
- Break-ins seem to be a little reduced, Derek concerned about car break-ins happening again as the weather warms up.

APPROVAL OF MINUTES:

- **DECEMBER & JANUARY MINUTES:** Doralee motioned to approve corrected minutes. Jake seconded. All in favor, no opposition.
- **FEBRUARY MINUTES:** Tonya motioned to approve February. Dave Seconded. All in favor, no opposition.

MARCH MEMBER OF THE MONTH: The Beach Cat Brewing.

APRIL MEMBER OF THE MONTH: Dave suggested BP. They have been continuing to work on their wetlands restoration project. Also very supportive of the Birch Bay Library Project. Doralee seconded. All in favor, no opposition.

FINANCIAL REPORT: TONYA WAHL TREASURER Doralee motioned to approve February's Financial Report & Dave seconded. All in favor & no discussion.

BANNER BANK BALANCE: \$12,812.79 As of 2/28/2021

- Recently paid all past due invoices & vendors.
- **BANNER BANK BALANCE PETTY CASH:** \$21.09 AS OF 2/28/2021
- **2020 LTAC**
 - Final Balance left in 2020 was \$27,280.03
 - DG & TW submitted \$19,852.20 on 2/17/21
 - \$7,427.83 of LTAC was not used used
- **2021 LTAC BALANCE: ABOUT \$85,317.70**
 - 3/5/21 DG Submitted \$14,682.30 for reimbursement for January & February 2021.
 - Should receive the week of March 23rd.
 - Will submit next reimbursement on April 1st, & the first of every month going forward.
- Membership dues totalling about \$5,000 are starting to roll in.
- \$1,500 available in Grant for Technology due to COVID-19 – Will purchase Laptop.
- We still need to purchase items:
 - Screen
 - Projector
 - AM/FM Transmitter
- Moving forward – prior to the Board meetings you will receive the P&L & the Check Register.
- **Doralee requested a Membership Report for each meeting as well.**

All proceedings are recorded



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EXECUTIVE REPORT PART 1 – DANIELLE GAUGHEN

- Would like to renew/Activate our Birch Bay Chamber Memberships with the following organizations:
 - WCCE – Washington Chamber of Commerce Executives - \$300/year
 - AVICW – Associations of Visitor Information Centers of Washington \$50/year (Guy recommended)
 - WFEA – Washington Festival & Events Association \$125/year (Guy recommended)
 - Tonya Questioned how much time Danielle spends in meetings – A little less than 3 hours/week.
 - All of them that are attended are helpful to our chamber business in one way or another.
 - Tonya motioned we renew our membership in AVICW & WFEA – Doralee seconded.
 - Doralee mentioned we need to get our 2021 budget finalized.
- Membership Payments are starting to come in and I have been mailing some reminders and reaching out to members who haven't yet paid to get them current.
 - Dori has printed out reports for us for 2019, 2020 & 2021 which are helpful.

2nd position – Event Coordinator

- Danielle took Executive Director position \$21/hour with 30 hours/week.
- 2 other people applied - Doralee & Tonya felt one was a perfect fit for the Events Position.
 - Danielle liked him, thought he would be a great teammate & a good fit for this position.
 - Tonya worked with Dori to look into past payroll
 - Want to offer Sacha Sanguinetti \$18.50/hour with 30 hours/week + bonus structure with new businesses & sponsorships (Director & Event Coordinator Split)
 - Payroll in 2018 & 2019 - \$78,000; lower for 2020 & down so far for 2021 as Danielle has been doing both jobs.
- Doralee wanted to make sure we don't run short in the fall & have to cut hours.
- Tonya made a motion that we hire Sacha at \$18.50/hour - Vanessa seconded, all were in favor, no opposition.
 - Discussion – Doralee noted that we should expect good things from him, experienced with PodCasts & events & has pounded fence posts!
 - Tonya will reachout after the meeting

EXECUTIVE REPORT PART 2 – DANIELLE GAUGHEN

- Praise Radio Proposal - \$2400/event promotion (Drive-ins, Rollback + Sand, Discover Days + New Years events) – A total of \$9,600 for the year.
 - Seems very expensive, will look into other radio pricing.
 - Praise also wants to do a Praise Christian movie night.
 - Tonya worried about doing a movie for one member, but not having the capacity to offer that for every member.
 - Dave noted we might not want to go down that route.
 - Important to find out the geographic – not a lot of reason to promote to Canada this year.
 - Jake agreed that the cost is very expensive and would buy A LOT of targeted social media advertising which is currently proven to do better than radio. Allows more flexibility.
- Molly will be getting with Danielle regarding Northern Light pricing for 2021.
- R&R Lawncare pricing = \$35/visit (every other week) for mowing + \$30/month to weed the front areas
 - A little more than \$100/month
 - Tonya motioned that we continue – Vanessa seconded, no discussion all in favor.
 - Danielle will reach out, and set up Spring & Summer mowing.
- We should review our Insurance Coverage and double check that for 2021 needs.
 - \$181.79/month

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- Doralee stressed that we prioritize D&O insurance
- Tonya & Danielle & Dori could possibly review at their next meeting.
- Danielle did send out the policy, so if the directors could review this, and make a note of any changes of questions, that would be great.
- Directors Conflict of Interest Forms need to be filled out for 2021 – Dave already completed his. Still need it from Tonya, Doralee, Vanessa & Jake

COUNTY LIASON REPORT: Doralee Booth

- Berm Report: From Coffee with the Contractor. Should be complete by the first part of April.
 - Berm Celebration August 21st – Possible run, Poker run/walk, etc.
- County is not planning on signage in regards to bikes, Doralee will reach out to Roland to see what we can do in regards to signage & we need to find a way to get the word out to the community.
- Golf Cart Zone – Change & remove Bay Road from the Zone, add up passed Gemini on Alderson Rd. to Whisper Lake easement Rd.

OTHER:

- Food Trucks at the VIC – Jake
 - Jake has several trucks that want to have a presence in Birch Bay, they have also been well received by the community. Less so by the restaurant community in Birch Bay.
 - Can they park in Berm Parking? Danielle will check into this.
 - We can have them as long as they are fully operating Food Trucks at the VIC.
 - Water/Bathroom possibly an issue – Jake ok with listing Beach Cat
 - Visitor Center doesn't have 220V power.
 - The biggest pushback is from the restaurant community.
 - Currently there isn't any due paying members at the major restaurants in Birch Bay.
 - The clientel going to food trucks aren't the same people that are going to CJ's/The Beach/Bay Breeze.
 - If we can't have them at the Visitor Center, or on the Berm would other businesses – Bay Center Market be receptive?
 - Cost: **MEMBERSHIP REQUIRED: +\$25/day**
 - Peet's Poutine wants to do Fridays – Jake can get times/dates & approvals.
 - Jake will look into getting a 220V plug added to the Visitor Center.
 - To-Do: Contract & lets give it a try.
 - Tonya Motioned to try Food Trucks at the VIC – they must be members & we charge \$25/day. Jake seconded all were in favor, no opposition.
- The Purchase of BIRCH BAY posters & postcards – The board voted no.
- Dave asked about the Beach Park – & the future of events – not allowed in 2021.
 - Partering with the Waterslides & Friends of Birch Bay Library Group.
 - Spreading the events throughout Birch Bay instead of just thinking of one large festival location which isn't an option for this year.

UPCOMING MEETINGS:

- Chamber Chat: Thursday, March 18th @ 1pm with Chef Brock from the Silver Reef Casino, he will be showing us how to make Cherry Chipotle Short Ribs with Boursin Garlic Mashed Potatoes & Roasted Carrots.
- Coffee with the Contractor: Thursday, March 25th @ 8am
- Next Board Meeting 4/8/2021 – 11 AM



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Executive Session to Followed

Respectfully submitted:

Doralee Booth, Secretary

(from draft by Danielle Gaughen)