



Birch Bay Chamber of Commerce
Board Meeting Minutes
MARCH 10th, 2022 – 4:00 PM



CALL TO ORDER & ROLL CALL: DEREK JONES - PRESIDENT

Roll Call: *Present:* Danielle Gaughen – Executive Director, Sacha Sanquinetti – Events Coordinator, Dianne Marrs-Smith, Secretary, JoEll Kuoppala – Vice President, Linda Galle – Treasurer, Doralee Booth – Director, Dan McEvoy - Director, Molly Ernest – Director

Absent: Jake Gobielle – Director

PUBLIC COMMENT: no public comment

APPROVAL OF FEBRUARY MINUTES: Motion Approved

MARCH MEMBER OF THE MONTH: BAY CENTER MARKET

APRIL MEMBER OF THE MONTH: eXp Realty – Dave Hiller & Brooks Friedland - Motion Approved

FINANCIAL REPORT:

AS OF FEBRUARY 28TH

- BANNER BANK BALANCE: \$43,483.63 BALANCE PETTY CASH: \$ 564.27
 - APPROVAL OF FEBRUARY FINANCIAL REPORT: **Motion Approved**

EXECUTIVE REPORT – DANELLE GAUGHEN

- **2022 LTAC BALANCE: \$89,994.02**
 - January Reimbursement of **\$10,988.32** was received and deposited.
 - February Reimbursement of **\$9017.66** was sent to Whatcom County on 3/1/2022
 - Included Plumbing Fix cost of **\$223** on this reimbursement request. (remind new owners we need pipes fixed in 2022)
 - Will send March Reimbursement on April 1st – expect it to be about **\$8700.00**
- **VISITOR COUNTS:**
 - *February 2022* = 61 Visitors/347 Nights
 - *February 2021* = 34 Visitors/26 Nights
 - *February 2020* = 79 Visitors/241 Nights
 - *February 2019* = 99 Visitors/241 Nights
 - *A tally sheet is created to show where people are staying and for how long and that is where these numbers come from.*
 - With costs being high, we think the trend will be for people to stay closer to home this summer and we might see more visitors this year. VIC might stay open til 4pm this summer. Facebook check in's is something we will ask people to do now. Danielle does keep a spreadsheet of Facebook stats.
- **MEMBERSHIP:**
 - *New Members:*
 - Windermere, Matt Berry
 - Gary & Cindy Lou Vogt (Sold Edgewater, but still want to support the Chamber)
 - Whatcom Community College Foundation; Sun Beachwood RV Resort (New Owners & didn't pay in 2021)
 - Rooted by the Bay
 - Borthwick Jewlery
 - Birch Bay Water & Sewer signed up for a 2nd membership – applied to 2023 (went from Medium Business \$175 to Non-profit)
 - Whatcom Marine Mammal Stranding
 - Blaine-Birch Bay ToastMasters

All proceedings will be recorded



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- 143 Members / 15 Unpaid Memberships as of 3/2/22 – *See attached list for notes*
- Bow Wow and Woofs – we will do complimentary membership for her. Danielle will be buying dog treats and putting their card on the container to help give her some advertising.

BOARD ORIENTATION RECAP: *See attached notes*

Spend 5 minutes per topic to discuss the 4 main ideas + Tourism

- Governance – Board Training – Revamp handbooks, merge 2 into 1 so we are up to date. SOP's – Standard Operating Procedures – Hiring/Termination Procedures, Salary Procedures and Annual Performance Review Guidelines/Regular Check In's, Standardized Form, Governance Committee – Derek, JoEll, Linda – Will report out in April.
- Staff Development – Keeping employees, incentives, support for training, education and conferences. Do we have a training budget? Line item of \$1000 for conferences now. Danielle will sign up for WCCE in Tacoma this year. Danielle will look at Per Diems for these events.
- Advocacy – (Bathrooms) Policy Agenda (Business Friendly Policy created by Board so Danielle has talking points) - Derek reached out to Ben Ellenbaas to possibly do a podcast and talk about bathrooms and Beach Park conversation. Sacha will do surveys for advocacy issues. Derek says we should pay fee to Survey Monkey so Sacha can get results for a year and from the 80+ people that took survey. We can share with Park and Rec. Motion – Subscribe to Survey Monkey Team Advantage Plan for 2022 for the cost of \$300.00 (\$25.00 a month).
Motion Approved.
- *Tourism – This is how we are paid. VIC has to be a priority. Need fun ways for people to come in and sign our book. Stand up plywood Mermaid photo booth to help with exposure. #hashtag needed. These could be placed around Birch Bay. Could we do a photo scavenger hunt or a scavenger hunt to get people around Birch Bay. We will look at getting the supplies for the artists.
- Chamber Events – What is the Chamber's Role in these events? 3C or the 3P? These events are important to the community. How can we get businesses involved? Promotion and buy in. Bite of the Bay idea is a way to get all food businesses involved. We should look at Birch Bay State Park as Beach Park will be \$2300 for the events.

EVENTS REPORT – SACHA SANGUINETTI

- 2022 Events Update
- Parks Department Update
 - Game Plan – We can do small but mighty events. We can use the library site, CTK grass area for parking, Mike's golf carts will look at 6 seater golf carts for transport. Car show – close on lane with permit on Sunday and American Legion. Sand Sculpture and Discover Days we can spread out through-out Birch Bay. We should donate to FOBBL for use of space since we planned to pay for park. Sacha is looking at grant for events. Blaine High School Chess Team needs to make some money and would like to challenge people at chess games.
 - Good fundraiser this spring, get up Easter egg hunts!

COUNTY LIASON REPORT – DORALEE BOOTH

- **BBBPRD2** – Not maintaining park if community can't use. We need to partner with them on advocacy. We need to contact Satpal and County Council. Jeff Carrington is writing up history so we can talk to County Council.
- **Don Liu** – Doralee had lunch with him. He is amazing and will be great on the commission. He supports Dr. Granger and believes he needs encouragement and support. Masks will be optional for students on March 12. Understands we need a school. Suggestion was that school should contact Rhino Development.

OTHER:

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- Provide Port-a-Potties or have BBWARM split or pay for? It costs \$5000 every year. Derek will ask them. Molly suggests talking to John Garrgett. They do put out stations for Dogs.
- Birch Bay Beer – will produce the official beer for our events. April is National Volunteer Month. Organize a work party. Workers will get voucher to get the first try. Around Earth Day.
- Mask will be option starting March 12 at the VIC.
- Sahara Pizza will be coming to Birch Bay Square
- Will work with other Chambers and do a single State of the State update. Date TBD.

UPCOMING MEETINGS:

- **Chamber Luncheon:** March 17th, 2022 – St. Patrick's Day, Wear Green! At Beach Cat Brewing Co. Westside Pizza is offering a special for us at a discount. \$7 in advance and \$10 at the door.
 - **Danielle** - to do a review of Membership Benefits, how to use Chamber Member Portal.
 - **Sacha** – Projector
 - **JoEll** - Screen
- **Next Board Meeting:** Thursday, April, 14th, 2022
 - *Policy Agenda with Guy? Yes, let's have Guy come if everyone make it.*
- **In-person Co-County Legislative Session Review with Whatcom County Chambers:** TBA

Meeting adjourned at 6pm

Minutes submitted by Dianne Marrs-Smith, Secretary