

**Condon Chamber of Commerce
Membership Meeting Minutes
April 11, 2017**

Members Present:

Holly Adam-LaRue, President; Delaney & Blair Watkins, Vice President; Melanie Wise, Treasurer; K'Lynn Lane, Executive Director; Rachel Weinstein, Lisa Greene, Max Klare, Pat Reilley, Mac Stinchfield, John Anderson, Mary Dyer, Rita Rattray, Sammy McCoin, Julius Courtney, Rick Leibowitz, Eva Lou Greiner, Wayne Standiford.

I. Call to Order

The meeting was called to order at 8:30 am by President Holly Adam-LaRue

II. Welcome & Introductions

III. Approve March Meeting Minutes

- a. John moved to approve the meeting minutes as sent out by email, Melanie seconded. All in favor none opposed.

IV. Treasurers Report

- a. Total Liabilities & Equity -\$83,596.76

V. Staff Report

- a. Phone Calls: 32
- b. Email: 87
- c. Visitors: 62
- d. Assists: 19
- e. Member Referrals: 22
- f. Facebook: Likes: 826
- g. Website Visitors
 - March: 3268
 - April: 1075

VI. Business

a. Membership Drive

- 144 PROUD Chamber of Commerce Members
 1. New Members
 - a. Name Badges by Jan & Triad Trophies
 - b. Gilliam County Auction Committee
 - c. Mayville Flat LLC
 - d. Bella Cocoa-Delicious Chocolates
 - e. LuLaRoe by Shellie Johnson
 - f. Spud's Condon Cafe

b. Solar Eclipse

- Rachel Weinstein updated the members on the Solar Eclipse planning portion. Camping will be available at Burns Park and the City Golf Course. Reservations are available to be made online at campnative.com. At this point Rachel stated "Gilliam County" is really trying to get an idea of just how many visitors to expect. Brewers Grade will be here to put on a concert on August 20th. For more information visit <http://www.co.gilliam.or.us/>. One thing to keep in mind is that we are taking a very family friendly approach to the Solar Eclipse.
 1. We would like to encourage one of the organizations to consider selling solar eclipse glasses. This could be a great fundraising opportunity. If you

need more information regarding the eclipse glasses please email the Chamber.

VII. Summer Concerts & Artisans Markets

- a. We are looking for food vendors for the June 9th and August 26th events. If you know of anyone who would be interested in attending as a food vendor please let us know. If you or anyone you know would like to be a vendor please have them contact:
condoncommunityfarmersmarket@gmail.com

VIII. Grand Marshall Nominations

- a. There were several wonderful nominations made for this year's Grand Marshal. Melanie made a motion to select Ron Kopp as this year's Grand Marshal. Delaney seconded, all in favor none opposed. Open discussion on theme ideas. "Pride in Our Past...Faith in Our Future" is the theme for the 2017 Fabulous Fourth of July Celebration.

IX. Oregon Solutions-Housing Update

- a. All community members are encouraged to stay involved and get engaged in helping find the right solution for our communities housing crisis. If you would like to be added to the email list or get more information on future meeting dates please inquire at the Chamber of Commerce. Mac Stinchfield added that housing in Gilliam County has been an ongoing issue for 40 years with some good projects taking place because of it i.e. Summit Springs and Columbia View. Mac encourages everyone to get involved and be part of the solution.

X. Small Business Marketing on a Budget-Melissa Forziat

- a. Melissa Forziat a Small Business Marketing Guru has offered to come and speak with our membership in November. Possible items for discussion include:
- How to Build Your Brand and Reach your Target Market
 - Smart Principles of Marketing Messaging (pulls from concepts of How to Build your Brand/Reach your Target Market)
 - Creating your Marketing Funnel
 - Building your Online Strategy (discussing blogs, social media and newsletters in greater detail)
- b. Please send in your vote for what Melissa will discuss on her visit in November.

XI. Correspondence

- Thank you from Condon Child Care

XII. Member Announcements

- a. Lisa Greene with OSU Extension updated the membership on the many fundraising opportunities going on right now for the young 4-H students. They are shy \$2300 to reach the \$25,000 goal. Currently you can support the scholarship by purchasing Crispy Cream doughnuts or buying Yankee Candles. For more information on how to get involved or support the 4-H program contact Lisa Greene.
- There will be a community clean up day on April 23rd from 4-6 pm. Meet at the Extension office. Gloves and bags are provided.
 - Cara Filler will be giving a presentation at CHS on April 20th 10:15 speaking to students about Bullying, social pressures, suicide. The community is welcome to attend.
- b. **Upcoming Events**
- April 15th- 10 am Community Easter Egg Hunt
 - April 20th- 10:15 am Cara Filler at CHS
 - June 9th-Artisans Market & Summer Concert in the Park

- July 3rd- Artisans Market & Summer Concert in the Park (FIREWORKS)
 - New this year! 4 Wheeler Rodeo
- July 4th-Condon's Fabulous 4th of July
- August 4th- Artisans Market & Summer Concert in the Park
- August 5th-All Class Reunion
- August 20th Brewers Grade Solar Eclipse Party
- August 21st-Solar Eclipse
- August 26th- Artisans Market & Summer Concert in the Park
- August 30th-September 4th Gilliam County Fair
- October 1st-Scarecrow Contest
- October 31st-Trick or Treat Main Street/Haunted Hot Dogs
- November 18th -Fall Festival/Shop Local Promotion
- December 2nd-Condon Light Festival & Parade/After Party at the Elks
- December-Battle of the Bulbs

Adjournment:

The formal business meeting was adjourned at 9:11 am

The next meeting will be on May 11, 2017 – 8:30 AM at the Condon Chamber of Commerce

Guest Speaker Rick Leibowitz from Columbia Gorge Community College

Capitalize on the Solar Eclipse-Before & After!

Rick Leibowitz from Columbia Gorge Community College spoke today about ways you can capitalize on the traffic from the Solar Eclipse.

Rick encourages members to:

- Find the market and capitalize on the opportunity.
 - Find the needs of the consumer and make sure you are prepared
- Find ways to get them to stop at your business (i.e. a captive audience) get them to stop and shop.
- Historical & Educational (cater to those touring who want the educational or historical piece of the puzzle).
- Stock up on necessary inventory
- Opportunity to capitalize sales
 - Pet Services
 - Baby Sitting
 - Cell Phone Charging Stations
 - Eclipse Viewing Supplies
- Rick also notes that there is a one to two week window where opportunities can be embraced. Hospitality and customer service are going to be huge keys into getting people to come back to our community. This is an opportunity to shine and welcome back ongoing visitors into the area/region. Be strategic with your inventory, create an

easy to navigate environment and make sure you are able to accept all forms of payment in case the internet is not functioning.

K'Lynn Lane, Appointed Secretary

Date: 04/13/2017