



Alpine County Chamber of Commerce

Meeting Minutes January 18,2024

Board Members Present: Aaron Johnson, Carol Hannigan, Elizabeth Sears and Patrick Sarni

Public Present: Melissa Edwards, Ivy Vilnow, Richard & Kate Harvey, January Riddle, Brandon & Ross @ Desolation, John Smith Alpine Fish, Phil @ Carson River Resort, Todd @ Creekside, Heidi Mayerhofer, Nikki Anderson

Actionable Items

- *Create events calendar - form an events committee including Death Ride marketing
- *Create list of possible rentable equipment owned by the chamber/death ride
- *Membership drive 2024
- *Meghan & Carol complete budget

Consent agenda: Minutes October 19, 2023, approved Lisa voted, Patrick second

Old Business

-Financials 2023- Budget 2024 in progress, with Meghan & Carol. Actual 2023, Aaron comment, Deathride running at a loss for 2023, Carol and Meghan to identify where we can cut costs.

Chamber/Visitors Center update- Approval of winter hours for visitors center, Meghan to request help from County for heating. Visitors Guides will be going to print in February.

New Business

Death Ride 2024 – 2024 management contract signed, Corey & Di Bolton, Micheal Bayer, Melissa Edwards, Alta Alpina. Open registration 10/1/2023, registered 755 as of now. Mark Schwartz will be involved in writing blogs and articles for Death Ride in exchange for sponsorship. Creation of the Death Ride binder, documents that will support the ride will be executed this year by Meghan & Michael. Advertising started earlier, Adventure Sports Journal, Cycle Ca and Tahoe Guide. Melissa starting with sponsorship contracts. Elevate the Ebike population.

Nomination – Nicolette Anderson/Raptor Pest submitted nomination for board member. Aaron vote to approve and Carol second.

Bylaw review- Chamber would like to be able to rent out equipment that we own. List of rentable items needs to be created and a contract for rental. Di and Corey Bolton will be involved in final list.

Standing Items:

Membership Renewal: 2024 application is available. Mass mailer to go out by end of the month.

Events- Events 2023 updated, December craft fair successful and every child's wish list was fulfilled with help from 50 Plus Club & Alpine Fire. Candidates' nights to be hosted by Chamber in February.

2024 Meeting schedule approved – March 21st 5:30 Zoom/Chamber, May 16th Markleeville Mixer, Carson River Resort, August 15th Bear Valley Mixer, BV Lodge, November 14th 5:30 Zoom/Chamber

Member announcements-

January Riddle- Arts & Culture of Alpine County, new Executive Director role, would like to plan event during Death Ride and continue with October Art Fair.

Amy at Sierra Yoga-Sierra Yoga would like to participate in Death Ride planning, yoga event

Brandon @ Desolation – Hope Valley Café will be opening in the next month coffee/espresso in the morning, full bar in the evening. Cross Country skiing will be offered.

John Smith- Alpine Fish & Game- Fish money from county has to be used by July, then Chamber funds can be accessed. Elizabeth asked if Heidi can see about state funding for fish. Members, Phil & Todd grateful for Chamber fish contribution.

Adjournment of regular meeting

Heidi Mayerfoyer, Representative for Senator Marie Alvarado-Gil

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