

Cascade Chamber of Commerce (COC)
Meeting Minutes
Tuesday, February 27, 2024

Call to order: At 12:00pm by AJ, 18 in attendance, at Lakefront Bar & Grill

Approval of Minutes: Minutes for 2/13/24 meeting not available at this time.

Treasurer Report: Pam noted she's been out of the office through Feb 21. The checking account balance presented today does not reflect dues remitted in February. MMkt \$15,138.72, Chking \$15,635.23, CD \$15,000.

Secretary Report: Maria absent today. Joni taking minutes.

Welcome guests and new members: Introductions around the table of everyone present.

Office, communications and media:

Julie: Things are going well in the office. Prioritizing application for tourism grant due to SWITA on March 5th. Continue to follow-up on 2024 membership dues remittance.

Media Assistant - Sharon: No report given/provided.

Open Issues:

“Rounding up at the Register” for YAC presentation - Shauna Arnold & Patti Giardina

Idea: Partner with businesses to round up purchases to benefit specific Youth Advocacy causes. YAC could support business by highlighting the support and advertising. Would not add a burden to the employees. Other YAC Involvement: Positive bathroom messaging, Valentine's day campaign and goodies to kids, Leadership training to teen advisory boards, Suicide prevention programs in place in multiple communities, youth survey data used to generate ideas for resources (survey data is on the website), and provides targeted teacher training. Office in Donnelly - 10 current staff members. Business or Individual Monthly Sponsorship Opportunities are available. Check the website: WestCentralMountainsYouth.org, WCM.YAC@gmail.com

Idaho Power and energy outreach presentation - Dylan Martin & Taylor Campbell

Handouts provided (Power Outages: Preparing for the Unexpected). Outage preparedness presentation given. Rate Increases: 4% residential, 2% approx. business. Any questions, reach out to Dylan Martin, Local Energy Advisor, O: 208-630-7923, M: 208-703-0764, DMartin@idahopower.com.

“Digital Literacy” resource & training resources - James Elmore, AmeriCorps, U of I Ext.

Valley County Speed test <https://www.co.valley.id.us/SpeedTest> to track if users are getting what is offered. After completing the test, call the internet provider if you are not getting the speed you are paying for. Affordable connectivity program: 44% success rate. Disconnect between resource and

the people needing it - Valley Co. had much smaller usage numbers for this program. Broadband grants are becoming available very soon (NTIA Office). Career Fair at Cascade HS this spring. Senior training at Cascade Public library (27% of Cascade are Senior Citizens).

Handouts provided for - entrepreneurs, Tourism grants, Lifeline program, AmeriCorps placement impacts in Valley county, Empowering Parents opportunity, Locals planner website, Connect for health . org, Contact information was shared.

2024 E Bike Raffle (Action)

Keep ticket prices at \$20 each. Keep the mountain bike style or move to a different style? Feedback from last year was that the bike was too tall for many women. Keep the fat tires, they are more versatile. Will be purchasing one soon, ordered online, roughly \$1000 per bike. The Chamber makes money back and more on the raffle.

2024 Winter Jamboree Dinner/Auction fundraiser, Feb 18

Outcome: went well in the sense of planning, turnout was not great (26 people), meat was donated by Tackle Tom's and the Lakefront donated remaining food items for Taco Feed. The auction was small, but we still netted \$1,480 in proceeds. Lessons Learned: advertising needs to be more robust, Chamber members need to show up to the events to show solidarity. Maybe add a sign-up sheet for members to attend and volunteer - chamber should be about supporting businesses. Maybe bring out personal invitations - without business support, there is no chamber. Need better ideas and be more innovative on events that we do. Need ideas that can scale up and grow in alignment with what the community wants. There seems to be a disconnect between businesses and the chamber - how do we repair that?

2024 Cascade Cup, Feb 16-17

Outcome: 26th annual - 350 contestants - poor ice conditions - concert and dinner were great (300 people at all times). RiseUp2Thrive raised money for their group. Lessons Learned: none shared.

Open Floor

Idaho Soft Wash - A New Local Business for outdoor cleaning solutions & mobile car wash. Serve all of Valley County and Hwy 55 corridor (Payette, Cambridge, TV, Council areas as well). Contact Jeremy Cooper, 208-739-2296, jeremy@idahosoftwashing.com

Boys Basketball team going to State in Caldwell HS at noon on Thursday.

Adjourned - 1:02pm

Next Meeting 3/12/24 noon - Location TBD