

Cascade Chamber of Commerce (COC)
Meeting Minutes
Tuesday, March 12, 2024, 12:00, at Lakefront Bar & Grill

Call to order: 11 people attended, Lakefront Bar & Grill

Approval of minutes from last meeting: Minutes from 2/13/24 and 2/27/24 meeting. Moved by Maria and seconded by Kevin. Motion passed.

Treasurer Report: No report

Secretary Report: No report

Office & Communications – Julie

Valley County Recreation Advisory Council - Seeking Public Input (Questionnaire) The questionnaire focuses on a 5-year plan. Submit completed questionnaire to Dave Bingaman, dbingaman@co.valley.id.us no later than April 5th.

Idaho Travel Council (ITC) Grant funding 2024/2025 application to SWITA (Update) On March 1st we submitted our application funding request. For the 2024/2025 (Aug 1, 24 - Sep 30, 25) we requested \$80,000.00 in tourism marketing support. Application is on file at the Chamber Office for anyone who would like to review the document.

2024 “Spring Fling” Yard Sale, Saturday, May 25th (Update) Julie would like to collaborate with Tweet Thrift Store, 4-H, and Cascade Community Center on this endeavor. Cascade Community Center would like to have the items left over from the Spring Fling for their Labor Day Weekend Yard Sale. Last year gross \$3,395 (Net \$2,920). To save on expenses, we will submit “Now You Know” to The Star News in lieu of placing advertisements.

Open Issues –

WCM Interactive Arts Festival, Saturday, June 22nd “Chamber Booth” (Action) Maria was lead last year, she will reach out to find a lead for this year. We will sell E-bike raffle tickets and Ducks for the July 4th Duck Race.

E-Bike location for ticket sales will begin at Umpqua Bank (\$20.00 each). E-bike will be rotated to other locations. Maria will help find volunteers.

2024 Thunder Mtn Days Parade, Thursday, July 4th - “Theme” (Discussion). Group agreed on “America” as this year’s theme. Ideas included approaching the National Guard for tank a in parade. Grand Marshal ideas included a float for first responders and veterans. Parade at 11am on Main St, live music at Tackle Tom’s immediately following, Duck Race at 1pm, Kelly’s Whitewater Park, Fireworks at Dusk, Cascade Golf Course.

Open floor (Discussion)

Library - Maria: Construction for library expansion project scheduled to commence in May with completion in August. Maria would like to know if the community needs GED classes offered at the library. Tutoring is available Mon-Fri 1pm-5:30pm, able to pick up students from school to take to the library. Parents pick from the library. Community can give suggestions on book titles, board games, electronics they would like to see in library.

Tackle Tom's -Jeff: Would like help and support from COC membership to attend their concerts, fishing tournaments, auction, etc. For example, set up a booth for yourself while advertising Tackle Tom's. Kevin: We need to bring D-9, Palooza, etc. to take part in COC. Julie: All suggestions are great, would be helpful to designate a point person to encourage business engagement with COC and events.

Jeff agreed to be Events Committee lead. His approach includes figuring out overall annual incoming revenue needs to support sponsored events, what events we should sponsor, and the optimal approach to marketing our community. Chamber members should show up at events in town. Would be great if everyone could embrace the "Cross Promotion" vs "Competition" philosophy throughout Cascade's business community.

Adjournment: 12:50pm. Joe will lead the next meeting in AJ's absence on March 26th.

Next meeting Noon, Tuesday, March 26, 2024, location TBD.

Thank you.