



Cascade Chamber of Commerce  
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## **REGULAR MEMBERSHIP**

### **Meeting Minutes**

**Tuesday, February 11th | 12 PM**

Mrs. Tibs Bakery

(Change Cafe / Misión Mexicana unavailable)

#### **I. Call Meeting to Order**

- A. Meeting start at 12:03 PM | 12 members in attendance
- B. Around-the-room introductions of members and their positions and/or businesses
- C. Meeting minutes from Jan 28 regular membership meeting available for review.  
No longer approving minutes at regular membership meetings, which will be done at Board of Directors meetings.

#### **II. Finance Report**

- A. No Treasurer's report, the last note of accounting from the January meeting is approximately \$6,000.
- B. Mindi briefed members on the 2025 budget, focusing on 2024 revenue and expenses and further developing 2025 projected revenue and expenses. Goal is to finish the year with over \$11K in surplus. Board approved budget during Board of Directors Meeting on February 4<sup>th</sup>, 2025.
- C. Questions:
  - 1. Belinda: Why are we paying for both Sparklight and Ziply?
    - a) Kayla: Working on solutions to combine services.
    - b) Mindi: Sparklight is for internet service, and Ziply is for the phone line. Mindi's husband, Jake, has technology experience and Mindi will ask him to review Chamber's current services to see how we can combine and save costs.
  - 2. Belinda: Is there any possibility to re-evaluate funds budgeted for the Economic Development Council (WCMEDC)
    - a) Mindi: Yes. Board approved budget with option to amend. We shouldn't spend money without an approved budget but understand costs/requirements may change from year to year.

#### **III. Secretary Report**

- A. Gained access to Chamber's Canva account. Working on creating a "2025 Calendar of Events" flyer to provide to members and to establish sponsorship levels for all events.

#### **IV. Office, Communications, & Media**

- A. Office & Communications (Julie)
  - 1. Shifted all documentation from desktop to Google drive to help with access and continuity.

2. Shared Google drive access with the President and Secretary to allow them to access previous years documents and make it easier to share information.
- B. Media (Sharon)
  1. Sharon was not available.
  2. Mindi met with Sharon and Peppershock on 10 Feb to discuss the year's marketing plan. Current grant funds are good through September, but guidelines limit what Peppershock can do with social media. Not as limited with the website so more online traffic needs to be driven there. Discussed targeted marketing for newsletter, with the goal to increase and retain members and sponsorships. Also working on "stay and play" packages to encourage tourists to visit multiple businesses while they're in Cascade.
  3. Questions:
    - a) Julie: How can businesses pop up on tourists' maps when driving in Cascade?
      - (1) Mindi: Businesses have to be registered on Google.
      - (2) Chris: Businesses can also promote themselves through Google Business.
    - b) Kayla: Any discussion on having more of a presence at our events and taking photos to post?
      - (1) Julie: Peppershock contracts with local photographers and pays them with grant funds already allocated for still photography.

## **V. Events Committee Updates**

- A. Committee has established the events for the year. Secretary working on a flyer.
- B. Now that budget review/approval has taken place, "Fundraising" committee members transitioned to "Events" committee.
- C. If interested in volunteering, let Julie or the Board know. We currently have 10-12 members, but are hoping to have 15-20 members to help share the workload.
- D. AJ is looking for volunteers to help with the raffle booth at Tackle Tom's Cascade Cup fishing tournament. Each slot is 2 hours and will be inside. Dates are 15 and 16 Feb.
- E. Julie delivered fireworks donation containers to Valley Store and notified Amber. Amber will provide an update once the containers have been placed around town.
- F. Next meeting is scheduled for Fri, 14 Feb at 12:00 PM in the library conference room. Looking to shift days and times to allow more people to attend.

## **VI. Membership Committee Updates**

- A. Not meeting at this time.
- B. DJ will chair the committee and work on reviewing dues and sponsorships. Meeting with Mindi before the next Board meeting.

## **VII. Board of Directors (BoD) Update**

- A. Adjusting meeting schedules:

1. Annual meeting in March (may take place of regular membership meeting)
  2. Regular membership meetings will be the second Tuesday of the month. Updates from the BoD and committees.
  3. BoD meetings will be the fourth Tuesday of the month and will be open for members to attend and voice questions/concerns. Board will manage voting/approval items to help maintain transparency and fairness since not all members attend regular meetings.
  4. Kayla is working on scheduling networking events/coffee chats to encourage business connection.
- B. Board will approve funding items to help maintain the budget and for reasons listed in VII.A.3.
1. Send any funding requests to Julie and/or Krysten.
- C. By-Laws development:
1. Under Idaho law, we are required to have both Articles of Incorporation and By-Laws. Articles govern that we have a business registered with the Secretary of State, and By-Laws governs how we do business. 2005 was the last time By-Laws were approved. The Articles of Incorporation that were approved in 2020 include information that should be in By-Laws. Working on drafting documentation to have for members to review and approve at the annual meeting in March.
- D. Member comments and questions:
1. Belinda: Thinks we have both Articles and By-Laws but will look through her Secretary files to confirm.
  2. Sandi: Confirming membership will not be able to vote on approving minutes, budget items, etc.
    - a) Mindi: That responsibility will be with the Board, but members will be able to vote during the annual meeting when approving or not approving by-laws, which will incorporate costs for dues. Members were not voting on much that should affect or take away from their abilities to be able to voice their concerns. The Board of Directors meetings will be open to the members and will follow Board of Directors, Open Meeting Laws in Idaho Code.
  3. Belinda: Previous Boards have attempted to change voting rules but members would not approve. Agendas are sent out in email the week before meetings so that members can review and decide if there is an action item important enough for them to attend and provide feedback.
    - a) Members are always encouraged to attend meetings, be part of discussion and can always communicate any concerns about business being conducted by the Board of Directors. Consistency in decision making is of the Board of Directors according to Idaho Code and IRS rules. We don't want to take away any engagement from the membership in supporting the chamber. The chamber is in dire need of consistency, structure, and following appropriate code according to Idaho Law. Until we can get bylaws in place, we will be influx on attempting to follow Articles of Incorporation

and the way things have always been done and try to balance that.

## **VIII. Open Business**

### **A. Around-the-room discussion**

1. Belinda: Perpetua still requires 4 state and 1 federal permit, hoping to have all approved by 1 July. Perpetua is committed to hiring local community residents and working with local vendors for project needs. It's working with the Economic Development Council (WEMEDC) and Small Business Administration (SBA) to help people and businesses prepare for working with or for Perpetua. Two training sessions are scheduled for Apr, one in Cascade and one in McCall.
2. Chris: Local district ranger for the Forest Service, but volunteers time at the library. Offers technology classes every second Saturday at 11:00 AM and a book club currently every fourth Saturday at 11:00 AM. Attendance is not very much, so looking for feedback on ways to get the word out and increase attendance.
  - a) Splitting book club events to have social time and food before discussing books.
  - b) Include flyers in weekly blast
  - c) Theme/topic discussions (i.e. leadership development, Idaho history, etc.)

**Adjourned: 1:07 PM**

***\*\*\*Next Regular membership meeting is scheduled for Tuesday, March 11th at 12 PM. Location TBD. Meeting is also being considered for annual membership meeting.***