



Cascade Chamber of Commerce
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BOARD OF DIRECTORS (BoD)
Meeting Minutes
Tuesday, June 24th | 12 PM
Cascade Library

I. Call Meeting to Order

- A. The meeting was called to order at 12:07 pm.
- B. Attendance:
 - 1. Board Members present: Mindi (via Zoom), Kayla, DJ, Julie (non-voting), Krysten | Absent: Pam | quorum confirmed
 - 2. Members present: Scotty Davenport, AJ Theien
- C. Approval of BoD Meeting Minutes (5.27.2025)
 - 1. No edits suggested.
 - 2. Mindi motioned to approve, Krysten seconded. All in favor, motion passed.

II. Finance Report (Pam)

- A. Current account balances:
 - 1. Checking: \$16,346.44
 - 2. MM: \$10,146.95
 - 3. CD: \$15,974.56
- B. Expected big future expenses:
 - 1. Still owe \$9,300 towards the second half of the fireworks contract plus \$2,900 for cost of labor.
 - 2. \$1,500 towards waterfall project - This is to pay for the cost of making the bonnet that covers the air control pump. It's expected to correct many of the current issues and should help decrease future costs of maintaining the waterfall. The Board will look at advertising a sponsorship in the fall/winter season for the waterfall in 2026. Historically, the maintenance costs have been covered using the money market account.
- C. Expected future revenue: ~\$7,000 on/before July 4th: run/walk event, parade buckets, fireworks canisters, bike raffle, and duck sales

III. Secretary Report (Krysten)

- A. No report

IV. Events Committee (Mindi - acting chair until position is filled)

- A. Upcoming After Hours and Coffee Connect events (Kayla):
 - 1. Jun 26, 11:00 am - 2:00 pm: Ribbon Cutting Ceremony for Cascade Building Supply
 - 2. 10 Jul, 9:00 am: Coffee Connect at Change Cafe

3. 24 Jul: After Hours at Hotel NoBo
 4. 12 Aug, 9:00 am: Coffee Connect at Squirrel Outdoors
 5. 28 Aug: After Hours at Freedom Outdoors
 6. 9 Sep, 9:00 am: Coffee Connect at Cascade Building Supply
 7. 25 Sep: After Hours at Misión Mexicana
 8. 14 Oct: Possibly a community work event helping put up the holiday lights on Main Street. Will confirm in a future meeting.
 9. 23 Oct: After Hours at Mrs. Tibs
- B. Fourth of July festivities:
1. Fireworks stand has enough volunteers with back ups if needed.
 2. Looking for ~40 volunteers to work the parade and detour routes. Julie has ordered the volunteer vests. Volunteers will meet at the Chamber office by 1030 on Friday morning to receive vests and transition to assigned spots.
 3. Jeff Gordon has confirmed he'll be the announcer during the parade and Mike Anderson will deliver the scissor lift by 9:00 am the morning of the parade. Valley Wide Cooperative is sponsoring the parade.
 4. Mindi has volunteers for fireworks cleanup.
- C. Events Committee motions for review: if the Board has no concerns, motions will stand as carried out in the Events Committee.
1. Providing a check to Cascade Community Church for help with Memorial Day Yard Sale. The Chamber keeps 75% of the revenue. No concerns from the Board on fulfilling this agreement.
 2. Moving Christmas Tree Lighting event to Armstrong Park. No concerns from the Board.

V. Membership Committee (DJ)

- A. Meetings held on the first Tuesday of each month at 12:00 pm at Squirrel Outdoors. Next meeting date/time may be adjusted due to the holiday week.
- B. Current membership report:
1. Chamber has added 3 new businesses since last meeting - McPaws, Ed Staub, and Freedom Outdoors - bringing the total to 60 members.
 2. Committee still working on renewals. Will give former businesses until the end of July to confirm if they want to renew before removing them from website/marketing material. Moving forward into 2026, businesses will have 6 weeks at most to confirm renewal.
- C. We currently aren't able to quickly download a membership directory off the website. Grant funds pay for a retailers map which is updated each year with current members. The Chamber office did receive a voicemail from a publishing company offering to create a directory at no cost to the Chamber but offering revenue share. Information will be provided to the Membership Committee to see if this is a good avenue of providing additional support for members.

VI. Marketing Update (Mindi)

- A. Meetings held on the third Thursdays each month at 2:00 pm.
- B. Primary focus is creating value for members. Suggestions include offering

discounts/punch cards for members, creating social media posts for businesses, especially those who may not have a huge online presence, and highlighting “wins” for businesses when they occur.

- C. Planning for grant discussion during the next meeting. The grant timeline is 1 Aug 2025 thru 30 Sep 2026 and pays for our marketing expenses. Idaho Travel Council (ITC) will provide a decision on marketing funding in July.

VII. Old Business

- A. Code of Conduct review and approval: No suggested changes from the Board. The document applies to all members. The Board chose to keep Code of Conduct as a standalone document instead of including it with the By-Laws to make it easier to update. Intend to distribute the document with the membership packets each year.
- B. Correction to membership pricing for nonprofits: Mindi motioned to make the following changes to By-Law 2 (membership), Section 4 (dues and benefits):
 - 1. Update nonprofit membership pricing from \$1000 to \$300 for Platinum Sponsorship Membership.
 - 2. Update nonprofit membership pricing from \$500 to \$250 for Diamond Sponsorship Membership.
 - 3. Update nonprofit membership pricing from \$250 to \$350 for Community Partner Sponsorship Membership.
 - 4. Krysten seconded, all in favor, motion passed.
- C. Chamber insurance update: Julie confirmed the Chamber has completed and paid for liability insurance for the parade. She and Pam will be working together in July on overarching insurance for the Board.

VIII. Open Business

- A. Focus for the Board after July 4th will be grant work, a sustainable plan for funding, and options for additional administrative support. With the current workload, 9 hours a week is not enough time to fulfill everything that needs to be done within the Chamber office. Suggestions include budgeting for more hours with better pay to hire someone and working with the school to bring on an intern where he/she can learn basic office/project management skills. Mindi would like to explore after the 4th of July with the Board to start looking at building a strategic plan for future support needed for Chamber Office, Marketing Funds, and Budgeting/Sustainability.
- B. Julie read a Thank You Note from the American Legion Auxiliary - Unit 60 for donating the table center pieces from the Cascade Spring Fest.
- C. Scotty notified the Board that the Lucky Tongue Band is back in Idaho and a potential option for the Hog-Wild celebration this year. Scotty stated that Jenni Hart at Lakefront Bar & Grill will reach out and see if the band is available and costs.

Adjourned: 1:25 pm

****The next Board of Directors (BoD) meeting is scheduled for Tuesday, July 22nd at 12:00 PM***

at the Cascade Public Library.