



Cascade Chamber of Commerce
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BOARD OF DIRECTORS (BoD)
Meeting Minutes
Tuesday, July 22nd | 12 PM
Cascade Library

I. Call Meeting to Order

- A. The meeting was called to order at 12:03 pm.
- B. Attendance:
 - 1. Board Members present: Mindi, Kayla (via phone), DJ, Julie (non-voting), Pam, and Krysten | quorum confirmed
 - 2. Members present: Scotty and Merci
 - 3. New member present: Kimberly Jensen, new General Manager at Hotel NoBo
- C. Approval of BoD Meeting Minutes (6.24.2025)
 - 1. Scotty noted that Jenni Hart (Lakefront) has the contact information for the Lucky Tongue Band.
 - 2. Mindi motioned to approve, Kayla seconded. All in favor, motion passed.

II. Finance Report (Pam)

- A. Current account balances:
 - 1. Checking: \$11,625.31
 - 2. MM: \$10,147.37
 - 3. CD: \$16,023.01
- B. Cascade Cup (Feb)
 - 1. 2 Square deposits of \$77.62 and \$390.00 on 18 Feb - confirmed these deposits were from the fundraiser at the Cascade Cup.
 - 2. The Chamber made \$440 made on 50/50 raffle, the rest raised from the gun.
- C. Minibike
 - 1. 2 deposits, one on 2 Jul for \$845 and one on 7 Jul for \$300 - confirmed these were for the minibike.
 - 2. Mindi will complete the transfer from Paypal to the checking account - total \$167.78 from 6 transactions.
 - 3. Pam needs to calculate all related transactions but assesses we likely broke even on the minibike fundraiser.
- D. Still waiting on funds raised from the fireworks stand - per Don (American Legion), the Chamber's portion is between \$1100 - \$1500.
- E. Money Market account discussion: Pam recommends moving \$5,000 from checking into MM account, which would leave enough money in checking to cover monthly bills and any checks that have yet to clear.

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. 24 Jul, 5:00 pm: After Hours at Hotel NoBo
2. 12 Aug, 9:00 am: Coffee Connect at Squirrel Outdoors

B. Feedback - Fourth of July Events:

1. The 5K run/walk had ~130 participants and raised ~\$3,000.
2. The duck race was moved to 5 Jul on account of the weather which worked out well.
3. The Coleman minibike didn't make as much money as the e-bikes in previous years. Many people perceived it as a kids bike. Having volunteers on hand to talk to customers where the bike is on display (Cascade Hardware, Squirrel Outdoors, etc.) may help increase ticket sales.
4. For the fireworks show, the committee would like to increase efforts to have one or multiple locals become certified, allowing additional opportunities for people in our community. Concerns with safety and respect for the golf course with the current company we use.
5. Moving forward, the Chamber will require that each entry for the parade have a minimum of two volunteers who walk beside the float handing out candy to increase efforts of keeping the parade watchers safe. May look at roping the cones instead of having stationary volunteers keep the crowd back.
6. The Chamber didn't have as many volunteers for the detour routes as was needed. Issues with cars moving against parade traffic on Front St and detour traffic on Idaho St, which was made worse by cars being parked for the parade.
7. Having the bleachers placed in the empty lot next to Palooza worked out well. McKenzie Campbell allowed the City to place the bleachers there earlier in the week, which allowed flexibility with scheduling and meant the Chamber didn't have to worry about moving them into place the morning of the parade.
8. The American Legion will take point on handing out the American Flags moving forward.
9. The Chamber will look into different options for the fireworks fundraising canisters for next year, something that's more eye-catching and easily put onto countertops.
10. Next year is America's 250th birthday, and the Chamber is already looking ahead at sponsorships. Pam will request corporate sponsorship from the new bank management for the fireworks.

C. Hog Wild: 18 Oct at American Legion

1. Intent of the event is to recognize the amazing work done throughout the community over the year.
2. Mindi and Kayla will start working on graphics to promote the event.

D. Scarecrow Contest

1. The committee recommends purchasing certain items (straw, cornstalks,

ribbon, etc.) as a part of the entry fee to increase participation. Alpha nursery has a 50% sale going where we can purchase the straw.

2. Participants will be responsible for cleaning up their scarecrow after the winners are announced.
3. Julie: recommends doing a “best dressed” contest. Give participants a minimum number of items they have to use in their entry, and they can embellish however they like.

E. Christmas Tree Lighting: 6 Dec at Armstrong Park

1. Event starts at 4:00 pm and tree lighting will be at 6:00 pm.
2. Morgan and Allison are working with businesses to set up as vendors.

V. Membership Committee (DJ)

A. Current membership report:

1. Current members: 62
2. Overdue members: 20
3. New members (since previous BoD meeting): 0

B. Overdue members will be removed from all marketing material after 31 July. No pro-rating for overdue members.

C. Increased interest from community/business members joining the membership committee, which increases reach outside of the community based on business connections.

D. Discussions with E&M Consulting regarding new business directory. We help connect them with businesses who buy ads. No cost to the Chamber. May be a good option going into 2026 when business is slower.

E. New coffee shop at Alpine Lodge - do we count them as a separate business or do they fall under Alpine Lodge? If they fall under Alpine Lodge, that may increase Alpine Lodge’s membership dues and the coffee shop won’t get separate advertising. If they are their own business, they can have a separate membership with their own advertising.

VI. Marketing Update (Mindi)

A. Meetings held on the third Thursdays each month at 2:00 pm - no meeting this month.

B. Waiting for Idaho Travel Council grant decision by the end of July to help determine how we shift focus. Existing grant cycle started 1 Aug 2024 and will end 30 Sep 2025. New grant cycle will start 1 Aug 2025 and will end 30 Sep 2026.

C. The Chamber will have an advertising video shot on 29 Jul at the golf course. Mindi is working with the Cascade Golf Association to ensure the Chamber’s video aligns with the Association’s vision. Recent issues with there being so much business at the golf course that members can’t easily play and the general public is not taking care of the course.

VII. Old Business

A. Chamber insurance update: Received a quote with an annual policy cost of \$1280. Quote is valid until 12 Sep and includes director’s, officer’s, employment practices,

and property liability. The Board will need to approve the quote /expense as it was not a part of the approved budget for 2025.

1. Mindi motioned to approve the \$1280 for insurance with the understanding the Board will review the quote and make any changes if needed. Krysten seconded. All in favor, motion passed.

VIII. Open Business

- A. Chamber is a member of the West Central Mountain Economic Development Council (WCMEDC) but hasn't been an active/voting member recently. Mindi has been attending meetings and the WCMEDC is working on codifying its by-laws. Mindi motioned to approve herself as the Chamber's POC for the WCMEDC, Kayla seconded. All in favor, motion carried.
- B. Mindi motioned to adjourn meeting, Krysten seconded. All in favor, motion carried.

Adjourned: 1:12 pm

****The next Board of Directors (BoD) meeting is scheduled for Tuesday, August 26th at 12:00 PM at the Cascade Public Library.***