

Quincy Chamber of Commerce

PO Box 215, Quincy, CA 95971

Minutes for the Meeting of July 15, 2025, at 7:00 a.m.

at The Quincy Hub, 493 Main Street, Quincy

Present – Kevin Trutna, Cheryl Kolb, Kris Miravalle, Susan Scarlett, Robin Wight, Lisa Lester.

1. **Additions or deletions to the agenda** -Add approval of minutes for 5/20/25.
2. **Approve minutes from May 20, 2025 and June 24, 2025** -Approved. Susan/Robin.
3. **Finalize Strategic Plan for 2025/26** – Approved with the following changes. Susan/Kris.

- ~~(Plan and)~~ *Oversee and* fund a Digital Optimization Program
- Create a merchant appreciation/awareness program (Interactive games, coupons, info folders)
- Create marketing plan for the Chamber (Social media, banners on all flyers, walk arounds, annual meeting, hub awareness)
- Create/Update monthly calendars, relocation package, business checklist.
- Create a plan to deal with vacant buildings on Main Street.
- Organize ~~a community~~ *an annual* meeting to improve outreach and promote chamber membership.
- ~~Expand First Friday event~~
- Create an individual membership campaign to support our 4 events
- ~~Fill Board vacancies~~
Prepare an impact report.

Over the next 1-2 years:

- Create a shoulder season event
- Introduce tiered dues structure

3–5 year timeframe: *Become financially self sufficient*

a. Board member participation – The goals were distributed to the board members to create a plan and bring back to the group as follows:

Merchant awareness program-Lisa

Marketing Plan-Kevin

Updates and Impact report-Cheryl

Vacant Building plan-Kris

Annual meeting-Robin

Individual membership campaign-Susan

4. Employee reports

a. Report from Cheryl -Very busy month with HSMF, First Friday and Parade. Hired Bethany and Tori's last day will be Saturday.

b. Events calendar for lodging providers update -She has not had the opportunity yet

c. Fair Parade update -Still needs volunteers, 3 more judges and traffic control

d. High Sierra Music Festival results- Sold 1202 tickets, sold \$1900 in merchandise over the 4 days.

e. Misc. discussion- We should consider selling our merchandise online. Cheryl will look into the additional cost associated with it. We should all start taking videos and bringing back relevant info to the board for use in social media/impact report category "ribbon cutting". (We need a new catchy name for that category) Current opportunities-Laura Orange's new store (Susan) and highlighting new ownership of Mtn. Builders with a possible mixer. (Cheryl). Sell Sierradipity tickets?

5. Petition/Ordinance discussion re: downtown businesses – Will be covered by line item in strategic plan, assigned to Kris.

6. Schedule next meeting / Agenda items- August 5, 2025 7:00am

7.Adjourn- 8:03