



Columbia Chamber of Commerce Meeting Minutes
Board of Directors and General Members Meeting

Prepared by: Myia Davila

Meeting Date: April 19, 2023

Location: Eagle Cotage, Columbia State Historic Park

Called to Order: 5:36 pm by Rosanna Sharps

Present: Rosanna Sharps – Chairman/President, John Favela – Vice Chairman, Jo Rodefer – Treasurer, Myia Davila – Secretary

Board of Directors: Nate Lint, Michael Sharps, Janine Osborne, Howard White

Quorum: Met, 8 members present.

Guests: Jaron Brandon-Tuolumne County District 5 Supervisor

Kristan Robinson – Columbia State Historic Park Concessions Specialist

Lisa Mayo-Visit Tuolumne

Approval of Previous Minutes: On March 17, 2023, minutes from the March 15, 2023, meeting were approved via email and posted on the Chamber website. On April 1, 2023, minutes from the March 22, 2023, Special Meeting were approved via email.

Columbia State Historic Park Updates: Kristan Robinson, Concession Specialist, reported that the Stagecoach Request for Proposal (RFP) intent to award letter is out and she will begin working on the contract once the 10-day protest period has passed and any protests have been resolved.

Ms. Robinson will be moving her office to the Jackson Street offices next month.

The Trask House is still under renovations and work should be completed later this year. Eagle Cotage will be under renovation soon to add an elevator and update bathrooms for accessibility.

A new marketing director, Amber Sprock, has been hired and her office is located on Jackson Street.

Current Park events are still scheduled on ongoing depending on attendance and weather including Gold Rush Days, School Tours, Town Tours, and Columbia Diggins. School groups are scheduled through the end of May. Columbia Diggins is scheduled for May 18-21.

The maintenance team is working on cutting excessive grass because of the heavy rains. The fence at the Fallon Theatre will be repaired soon as it fell during the storm.

The restrooms behind the Jack Douglas saloon were closed for a few days. A pressure tank has been replaced and the restrooms have been reopened.

Along Broadway, the white picket fences will be repainted soon.

The Park has extended hours and staff is being staggered to keep the restrooms opened later.

Ruth Brown is now managing the Fallon House Theatre.

Tuolumne County Updates – Jaron Brandon, Tuolumne County Supervisor indicated that Tuolumne County suffered approximately \$30 million in storm damages. Supervisor Brandon encouraged individuals to reach out if help is needed as assistance is available through FEMA and OES.

The State has redefined fire districts which may affect homeowner's insurance premiums. Additionally, new construction parameters will affect county roadways and a lawsuit may be required to address issues.

Visit Tuolumne Update-Lisa Mayo explained that Visit Tuolumne is responsible for marketing in Tuolumne County. In 2019, tourists spent \$274 million. Visit Tuolumne receives 20% of the TOT tax.

Last year, Visit Tuolumne continued marketing nationally and started marketing internationally. International visitation has suffered because of Co-Vid.

Visit Tuolumne has \$150,000 annually for projects and event sponsorship.

Currently, there is \$7,500 for each local Chamber to sponsor an art project. The hope is that the art created would be a photo stop to promote the area. Discussion involved creating a mural or project at Pedro Wye and/or in the State Park.

The National Geographic (UK) featured Tuolumne County in a 12 page article.

Motion: to move the art project discussion to a committee; second by Howard White; Board all in favor, motion carried.

Treasurer's Report: Jo Rodefer, Treasurer

Current Balance: \$19,047.59

\$11,189.37 belongs to the Chamber General Fund

\$ 7,858.00 belongs to the Columbia "Ice" Skate Park

Motion: to approve Treasurer's Report: Myia Davila; seconded by Nate Lint; Board all in favor; motion carried.

Treasurer Rodefer discussed the need for separating accounts for the general chamber and the skate park. Further discussion will occur with the skate park committee.

Membership applications are due.

No updates to tax preparation update.

Event Update –Columbia "Ice" Skating Park is on hold because of weather. Keeping staff has been difficult because there has been no work for the staff. The park attempted to open on Easter but staffing issues prevented meeting the reservation requirements.

Event Update: Victorian Easter, April 9, 2023. Event coordinator is Rosanna Sharps. The event was successful. Parade participation was down. In 2022, the raffle brought in \$1,765. This year's raffle brought in \$1,489, a 15% difference. The largest expense was \$562.50 for egg share. Total expenses were \$1,000.35. The combined revenue for both years is \$2,845.84 with a net profit of \$1,845.49.

Issues included double parking, parking in front of fire hydrant, moving of a picnic table, a DUI, and a hotdog vendor setting up in the parade route.

The parade categories were reduced from 40+ to 15 slots. The parade time was moved to coincide with Church services. Times were updated for the raffle and egg hunts to allow visitors to participate in activities and shop in town stores. Parade lineup will be shortened next year. Lots of pop-up tents were being used by park visitors.

Event Update: Cinco de Mayo is not a Chamber event; however, Kristan Robinson provided an update. Media advisory indicates that Cinco de Mayo was first celebrated in Columbia in 1862. The event will take place on Friday and Saturday. The event will include street dancers, musicians, a food court, and outside vendors.

Event Update: 4th of July 2023. Event coordinator is Jo Rodefer and co-coordinator will be Justy Ragan. Barbeque will be done by an outside vendor. An additional revenue source will be needed. The barbeque vendor will be located next to the firehouse. The event has approximately 70 volunteers. Net income for 2022 was \$458.94.

Event Update: Columbia Art Show, September 17, 2023. Event coordinator is Kim Kyhl. The event is scheduled and no updates were provided.

Event Update: Harvest Festifall, October 14 and 15, 2023. Event coordinator is Myia Davila. Vendor applications are still coming in. A conflict has come up with another event offering free vendor spaces. Further discussion will occur later.

New/Other Business: Sherrin Grout reported that tree replacement in front of the Blacksmith Shop is underway.

On April 29, a fire preparedness town hall will occur at the Resiliency Center in Tuolumne.

The new firetruck is at Columbia College and the location is staffed 24/7.

Motion: to adjourn and table the rest of the agenda to the next meeting-Michael Sharps; seconded by Nate Lint. Board all in favor; motion carried.

Meeting Adjourned: Adjourned by Rosanna Sharps, 7:31 pm

Next Meeting: Wednesday, May 17, 2023, 5:30pm, Eagle Cotage