



## Membership Meeting GM Minutes 1/3/2024 4pm @ House of JuJu

- **Call to Order: 4:10pm** by President Malia Erlewine
- **Minutes:** Mike Trout motioned to approve, Susan Jacobson second, all ayes, none opposed
- **Guests: Bill Larsen**
- **Guest Speaker/Program: Chris Allen / Bald Mountain Ski Hill;** established 1959, created by Potlatch Corp, all volunteer board, originally located in Headquarters, 1,000+ people lived, worked and played there, 140 acres lease granted to use the current location, Chris has been there for 27 years with 15 as the President/Operations Manager/Ski Patrol, 3 patrollers on duty now, 21 named runs, T Bar and rope tow, 2013 was last time snow was light and opening was Jan-Feb, 18 inch min required at tower 14, 37% revenue to insurance, great vibe on hill and with community support continue to operate, 2579 skier/boarders in 2023, \$25 day lift adult/\$300 season, need volunteer help brushing Sept-Oct and through season, looking for future leadership, Bald Mt Ski Hill won best place to snowboard in USA Today 2023 vote by readers, Shredder Shack engages youth to manage, Mary Lou Deyo Memorial Triathlon took over the race that was started at hill
- **Announcements:**
  - Museum back to hosting programs FREE at the Library - Jan 16 @2pm Early Horse Logging by John Bradbury
  - Green Things Horticulture Class each Saturday in Feb 9-noon \$5 at VFW
  - Bald Mt Valentine Fundraiser Dinner & Auction Feb 10 5-8pm at Pierce Community Center, tickets available
  - EQUUS offering 3rd Friday of month 9am-5pm at Library open to training/services offered



Free Lunch/Dinner: Dru Zolman drawn and awarded

- **Executive Director Report:**
  - Welcome New Members: the Rex Theatre Orofino
  - Event report: New Year's Eve new event at VFW was successful and enjoyable; Tom's Tavern Pirate exchange, dinner, party; Museum Shopping event; Wild Hare table runner contest; Holiday lights contests to be announced soon; news coming to web and paper
  - Balance Sheet: A/R \$312.50 Cash \$14,083.04 FYTD 12.29.2023

- o Outreach: over the last month: Meta aka Facebook 10,600+ post reach, 4,738 interactions, 13 new followers = 2,919 total; Website data 2,824 pageviews, 1,295 users (FB engagement up 34%, Google analytics up 24%)
- **Economic Development Report: Susan Jacobson, Director** - Avista renewed Commercial Lighting program to switch to LED for free to businesses, contact Innovative Electric for more info; call anytime with questions

- **Committee Reports:**

**Legislative Committee – Dennis Harper: n/a**

**Special Events:**

- o **Tom’s Tavern Snow Shovel Pool Jan 12**
- o **Elk River Winterfest Jan 12-14**
- o **Lolo Trail Muzzleloader Club Winter Shoot Jan 20**
- o **Pierce Winter Festival Feb 2-4**
- o **Elk River Ice Fishing Derby Feb 3**
- **Discussion:** 2024 Calendar of events/activities shared with data given, please send us yours Green Things offered radio advertising as an outlet to organizations and focusing ads to specific audience target/market, Mike Mount suggested business training on better marketing; Chris suggested using Active as race registration platform; Rotary Fun Run planning for August 31st; Malia requested feedback and suggestions for meeting programs or offerings; what do our members want? how to get visitors to come and support our way of life, not change it?
- **Next meeting: February 7 @4pm Riverside Lanes Orofino**, agenda to come soon
- **Adjourn: 5:08pm**

**SIGNED:**

\_\_\_\_\_ Malia Erlewine, 2023 President

\_\_\_\_\_ Erica Holland, Director