GM Minutes 3/5/2025
4pm @ Big Eddy Marina Lodge

- **Welcome! 4:05 pm**

- **Sponsor Thank you & Guests/Introductions: self-introductions**

- **Announcements:** Dworshak St Park: flooring and decking updates, 1st annual Community Safety Day May 3 with EMS and Safe Routes to School Bike Rodeo, facility can be rented directly with Jen including marina, outside areas operated by USACE; Rex Theater under new ownership 3/11 with dinner, info and movie 3/16 St Paddy theme, Barbara-Lee and CC welcome all; TLC Foundation Bingo & Trivia 3/15 at VFW with Safe n Sober Senior's fundraiser meal available; May 2 Chamber Awards Banquet nominations open for community input; Innovia has workshops available for Grant Writing, Disaster Prep and Youth Leadership Summit in Spokane March 26th.

- **Economic Development Report - Susan Jacobson:** (late arrival) Check out the Bowtie Economist 66866 text for daily updates; overall outlook is positive; NCCC in Orofino available for community service projects in Elk River, Pierce, Weippe, Orofino, and Peck until 4/14, reach out to schedule; Adventure Park progress; STEM project for paid externs for 5 weeks; April 7 8:30-2pm Workforce Exploration Day at Armory for high school students; contact for more info.

- **Legislative Representative Report - Chris Goetz: not available-**traveling back from conference; working with guides and outfitters regarding some issues in legislation that may impact them; reach out to him with any questions or concerns

  Executive Director Report: new member welcome to Tabby's and 6C Motorcycle Club

- **Program/Speakers:**

  Intro: Chad VanBrunt - NightForce Optics - Lessons learned about best marketing practices; 4 P's - Product (service/idea), Price, Placement, Promotion; what makes /defines you or your product and provides sustainable value to consumer; constant/periodic reviews necessary to stay relevant, present and successful; find ways to solve the customer's problems; create distinction/differentiation; know your target audience/consumer; cost vs profit calculations; price competition; economic value strategy; distribution channels cost vs value; branding, awareness, target audience; goals and steps to achievement; compelling messaging; media use; reputation; referrals; return on investment. Utilize Google Business Profile, YELP and social media (fb) to your advantage or it can be a detriment.

  Main: Will Adams - Mid State Fire Protection - moved to McCall Id 20 years ago and started business, owned property here for 18 years and calls this home; provides products and services to keep people safe at work and home; constant updates and changes require training, code enforcement, and education; guidelines and instructions for various uses; the need for local options and services brought Will here. Please call with questions or concerns.

- **Open Networking/WrapUp:** the chamber wants to provide value to meetings by offering quality resources and information available through our members; please contact us if you would like to participate or have an idea. Enjoy the great snacks and beverages provided by Jen, Kiona and Jon from Dworshak State Park.
  Seasonal positions open at Dworshak State Park, apply online.

Winner: Scott Roughton!

- **Next meeting: April 2 at 4pm at Dworshak Dam Theater in Visitor Center**
- **Adjourn to Happy Hour!**

Thank you for coming!

CC Horton, 2025 President

Erica Holland, Executive Director