

Minutes

Valley View Area Chamber of Commerce

Monthly Membership Meeting

July 25, 2023 @ 6pm Firelight Vineyards

- I. **Call to Order 6:05pm**
 - a. Board Members present: Shelly Baccus, Kathy Patrick, Laura McMullen, Laneva Dison, Amy Ferris, Lindsay Stone
- II. **Pledge and Prayer**
- III. **Approval of Minutes 5/30/23 & 6/27/2023**
 - a. Motion to approve 5/30/23 Minutes Laura McMullen / 2nd Glendy Metcalf
 - b. Motion to approve 6/27/23 Amy Ferris / 2nd Laura McMullen
- IV. **President Report – Shelly Baccus**
 - a. Christmas Parade Chair – Call for Christmas parade chair (no volunteers)
 - b. Banquet Committee Chair - Call for Banquet parade chair (no volunteers)
 - i. Discussion about making chair roles more defined and giving more details about what is involved.
 - c. Emails for Wine Walk and Trunk or Treat Volunteers – coming out soon, keep an eye out! Wine walk will be using sign up genius.
 - d. Chamber Code of Conduct – the board has been working on a Code of Conduct that will be completed by the next meeting.
- V. **Vice President Report – Laneva Dison**
 - a. Board voted to try “Calling Post” for a few months to improve our contact with members. Includes calls, texts, and emails – Voicemails were sent to all members via calling post. It seemed to be received well and we’ll continue to work on it to see if members like this form of communication. Discussion about text vs. phone calls for notifications.
 - b. Board voted for a \$250 reimbursement for each mixer. Mixers will take place once a quarter. Receipt must be turned in to the treasurer for reimbursement. – Question: Can a mixer be combined with a ribbon cutting and be reimbursed the \$250? Yes. These events can be combined and are eligible for reimbursement.
 - c. Response to Open Forum – Is there an LLC membership price for an umbrella company with multiple businesses underneath? Will be addressed at next month’s meeting. Discussion about how this would work ensued. There were opinions that several businesses should have an individual representative, others said this is not sustainable or fair to other businesses. Rates per business, tiered pricing, forum access, etc. are all being considered.
- VI. **Treasurer Report – Kathy Patrick**
 - a. Kathy presented a report on our current financials.
 - b. Wine Walk line items – there was a charge that occurred in our books for last years Wine Walk. This was a result of an uncashed check.
 - c. A member requested a month-to-month breakdown on next month’s report.
 - d. ‘Services’ line items are for vendor booths for wine walk

- e. Quickbooks has been updated and is current!
- f. Taxes have filed.

VII. Directors Report – Laura McMullen

- a. Upcoming Election and Flip the Flock Proceeds vote
 - i. Voting will take place Wednesday July 26th at 5pm – Aug 1
 - ii. Candidate Introductions – 7th Board Member (Director) candidates are Alicia Barker - Alicia and her husband Brad bought their land in 2014 on Hemming Rd. We built their barn and home in 2018-2019. Alicia joined the chamber in 2019. She works for Texas Health Resources North Region and oversees the fundraising for the Denton Presbyterian Hospital. I love the town of Valley View. It would be her honor to serve on the Chamber board.

Shara LeMaster - My name is Shara LeMaster. My husband of 33 years, Doug, and I have owned DoShar Ranch on Ritchey Road since October 2019. From the ranch perspective, we sell eggs, honey, and beef. We officially moved to Valley View in September 2021. One of the first things we did was to join the Valley View Chamber of Commerce. My focus and desire was to become active in the community. Since then, I've volunteered to serve at Christmas on the Square, Trunk or Treat, Wine Walk, attended Ribbon Cutting ceremonies, and I recently took over the Valley View Book Box. In addition, I've helped and strongly supported local businesses by buying local first and volunteering to serve when they've asked. I've planted grape vines, harvested grapes, and bottled wine. Our family values are honor, respect, and integrity...I strive each day to live those values. Being a Servant Leader is one of my core tenets.

The entire chamber will be notified via email or text about the vote for those that are not present.

- iii. Flip the Flock vote with write in – 3 ideas and a write in. Beautification of the Square, Beautification of the City Park, Tables for the Community Center, and Write in. Voting will take place online in the members area of the site. A portion of the proceeds have already been allotted for supplies to resupply the flip the flock fundraiser. It was pointed out that flip the flock made ½ of the proceeds that the wine walk made last year. The Wine walk chair mentioned the revenue mentioned for the wine walk is not complete.

VIII. Committee Updates

- a. Wine Walk – Meredith Eaton: Early bird sales will be extended to September 1st, and the committee voted to run a full page ad in 'Live It' magazine which is a free

magazine circulated in 8 surrounding counties. September / October are the months the wine walk event will be listed in. The Christmas parade and trunk or treat will be mentioned in future ads. 8 Vendors are confirmed as vendors for the wine walk.

- b. Membership – Perry Patrick: Hidden Gems ribbon cutting is in the works. Great event at Towering Oaks! Thanks for attending. Noble Fleece is planning on a ribbon cutting for Noble Fleece Alpacas, as well as a mixer at Whispering Oaks. Perry suggested a giveaway for future mixers. At towering oaks, a sunset cruise was given away. Please attend our next mixer! If you'd like to have a ribbon cutting, please contact Perry or Glendy Metcalf. Hidden gems is a mixer / ribbon cutting for businesses that have no store front.
- c. Best of Cooke County voting ends tomorrow! Go vote for our chamber businesses.

IX. Open Forum – Amy Ferris mentioned Jack and Anita Thayer. Jack fell and hit his head and Anita broke her femur trying to help him. They are both doing well at Medical City Denton. We'd like to send flowers to them, as well as our prayers. Laura McMullen motions to send flowers to both of them up to \$100 / 2nd Doug Potter / Motion passes (unanimous)

X. Mad Minute – Laura McMullen

- a. Firelight – Peach Wine is coming back this weekend. Added summer app to the menu, come enjoy our new food! Each dish will include a complimentary wine tasting. Peach tasting coming soon. Live music Saturday night, come see us!
- b. ONE13 Collaborative – Now open! 10-6 Wed-Sat and some Sundays. There are 9 local vendors working together to have a store front. 60% are from Valley View and are made in town.
- c. Colleen Hammond – We are a marketing firm and we do text message marketing and other services. There are so many laws involved with this service. Will offer wholesale rates for Chamber members.
- d. Doug Potter – Gave time to Laura McMullen. Women owned business at a rodeo event and the local news interviewed and invited her to a segment for women owned businesses.
- e. Mustard Seed Insurance – It costs 150% of an annual salary to replace employees because they don't have benefits. He is looking for companies that need employee benefits. If you know of any businesses that are struggling with retention, send them our way.
- f. Bluebonnet Café – Celebrating our 1 year anniversary August 2nd. 6am – 2pm, 4pm – 8pm with a one man band, prizes, BBQ, and more. Thank you! WON THE POT!
- g. Cami Williams Real Estate – I live here in Valley View. If you're buying or selling a home please contact me!

- h. Noble Fleece Alpaca –Christmas in July sale is going on now. 20% off everything on the site. Pick them up locally or come to our store in Valley View to shop in person! Sale runs through the end of the month.

XI. **Meeting Adjourn Glendy Metcalf moves to adjourn 7:34pm**

Welcome NEW! Members

North Texas Realty & Auction

Pasture Direct Meat Co.

Smith Farms

Tejano Ranch RV Park

AQ Construction and Restoration LLC

// Prepared by Lindsay Stone 7/25/2023