

Minutes TREC 2016 11 09

**Attendees:**

Fletcher White x  
 Jennie White x  
 Dee Gustafson x  
 Corey McGrath x  
 Jennifer Magnusson  
 Gloria Hoopes

Tim Wells x  
 Steve Singer x  
 Hyrum Johnson  
 Bill Leake x  
 Dan Orr

1 hour meeting

| Topic  | Lead      | Duration |
|--|-----------|----------|
| Call to order  | J White   | 2. min.  |
| Roll call  | J. White  | 2 min.   |
| Approve Oct. minutes<br>Corey M. moves to approve, Tim W. seconds, approved unanimously  | J. White  | 3 min.   |
| President’s Report <ul style="list-style-type: none"> <li>• Strategic planning meeting</li> </ul>  | F. White  | 5 min.   |
| Treasurer’s Report <ul style="list-style-type: none"> <li>• Chart of accounts and separate balance sheets will be generated when QuickBooks upgrade arrives</li> <li>• Need to alter fiscal year. TBD advice from counsel</li> </ul>   | Gustafson | 5 min.   |
| ED Report<br>Operational items <ul style="list-style-type: none"> <li>• Eclipse, Snowfest how much involvement and planning needed, fundraiser?                             <ul style="list-style-type: none"> <li>○ ITC Grant? Applying? Ad buy. 5K? Coordinate with Jennie.</li> <li>○ Large, annual fundraiser—what, date, event, get selling sponsorships. Note the competition. McD to look at calendar propose dates: Thurs., Aug. 17, before the eclipse.</li> <li>○ Next board meet: assign event committee.</li> </ul> </li> <li>• Sponsorship packages and backup ready.                             <ul style="list-style-type: none"> <li>○ Show value to businesses. Number one priority.</li> <li>○ Prepare for potential county shortfall</li> </ul> </li> <li>• Slack best form of communication?                             <ul style="list-style-type: none"> <li>○ Limit input requests, reduce categories</li> </ul> </li> <li>• Phone system update                             <ul style="list-style-type: none"> <li>○ Working sponsorship deal with Silver Star to pay the \$1,100 bill for the changeover.</li> </ul> </li> <li>• Discussion on gas reimbursement                             <ul style="list-style-type: none"> <li>○ IRS rate reimbursement for mileage</li> </ul> </li> <li>• Check implication of new overtime rule re: Alli—Herb, accountant</li> <li>• Update on social media/website                             <ul style="list-style-type: none"> <li>○ Next meet: discuss content and boosting</li> <li>○ Hashtags, etc. to recognize Chamber lookups, TREC, Geo, ask businesses to post content using those tags.</li> <li>○ Lock in Google analytics to website</li> </ul> </li> </ul> | McD       | 10 min.  |

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|---|-----------------|----------------|
| <ul style="list-style-type: none"> <li>○ Boost certain posts</li> <li>○ Discover teton valley is the go-to property. Chamber search lands there.</li> <li>● Finalize budget so we can reset up chart of accounts</li> </ul>   |                 |                |
| <p>Impediments—Hold until next month when Gloria is available.</p>  |                 |                |
| <p>Ecenter, Dev Co. \$500.00 for \$3500 research study</p> <p>Data that we're not currently getting? Build Unity homes detail? Ask Unity for the \$500?</p> <p>We need to get something that goes beyond Unity.<br/> --Study on social media, demographics searching region, helps us target our marketing efforts.<br/> --Hotel study?</p> <p>Resolution: Authorize \$500 match check to BYU-I and Dev Co..<br/> Require two studies:</p> <ul style="list-style-type: none"> <li>○ one for TREC marketing, social media, demographics searching region. Use this info to help local businesses target. Promote the YTT app. Make this part of sponsorship package.</li> <li>○ One for a prospect or existing business, for which we would charge \$500.</li> <li>○ Pay out of legacy TVBDC education fund.</li> <li>○ More definition around the projects.</li> </ul> <p>Steve S. moves to approve, Cory M. seconds, approved unanimously.</p> <p>Side note: mobile app with YTT, update website. Seek funding. Need to promote the app and get our members on it.</p> | <p>McD</p>      |                |
| <p>Sponsorship Package Status</p>   | <p>Alli K.</p>  | <p>10 min.</p> |
| <p>Adjourn<br/> Steve S. moves to approve, Tim W. seconds, approved unanimously.</p>  | <p>F. White</p> | <p>1 min.</p>  |