

PLEASE READ AND PASS ON

MINUTES
FORTUNA CHAMBER OF COMMERCE
August 12, 2019

The August 12, 2019, meeting of the Fortuna Chamber of Commerce was called to order by Chair Seth McGrath with 34 persons present. Jessica Hindley introduced Dr. Ali Deyhim (Humboldt Foot & Ankle) and his wife, Lisa, as guests.

Correspondence included the following announcements: The GLC, English Express; Artist North Coast Growers' Association Farmers' Markets; Humboldt County Fair; Membership applications for Humboldt Historical Society; Fortuna Senior Scene; Humboldt County Civil Grand Jury Final Report Summary; HOPS in Humboldt; Humboldt Botanical Garden; Scrap Humboldt; and various articles by the Times Standard.

Seth McGrath thanked C.C. Catering for lunch.

Ambassador Chair Laura Morris announced an Ambassador meeting will be at Hot Brew on Tuesday, August 13 at 11:45 a.m. Everyone is welcome to attend to learn more about the program. The HOPS in Humboldt/Wendt Construction/River Lodge August Chamber Mixer will be on August 14 at 5:30 p.m. at the River Lodge. Best 80s outfit will win a prize. The HOPS in Humboldt event will be Saturday, August 24 from 1:00 p.m. to 6:00 p.m. at Rohner Park.

Renee Lindsay announced a change in frequency for the email eNewsBrief. They will now be on Mondays only.

Merritt Perry, City Manager, announced a vacancy on the Fortuna Business Improvement District Board. Interested parties can apply through the City.

Jeremy Stanfield, Landmark Real Estate, updated everyone on the success of the first *Movies in the Park* event held that past Saturday, August 9th. Approximately 50-60 people showed up. HOPS in Humboldt supplied the grant to purchase the inflatable 21' screen, speakers, and movie player. Redwood Capital and Landmark Real Estate both sponsored the movie licensing fee. Landmark Real Estate distributed free blankets. Humboldt Fast Pitch ran the concession stand. Two more movies are scheduled (August & September). Dates to be announced.

Seth McGrath introduced the Jr. Livestock Auction group, which included Macee Marquez, Connor Alto, Alexandra Puga, Hannah Alto, Dominic Regli, Cody Chapman, Gianna Regli, and Isabella Mora. They all encouraged the members to come to the auction to support 4-H and FFA. The Auction BBQ will take place on August 25 at 11:00 a.m. with the auction beginning at 1:00 p.m. at the Humboldt County Fairgrounds.

Guest Speaker: Jessica Crotty, General Manager, C. Crane Company

Jessica has been with C. Crane for 23 years, working a variety of positions. C. Crane Company originally started as a mail order company. They have now transitioned into an e-commerce company. They partner with Amazon's "Fulfilled by Amazon" program and ship within the U.S. and Canada. E-commerce sales make up about 65% of their sales with the rest being mail order. Their advertising channels include local and national radio and an annual catalog. Their customer demographic is males

over 65 years of age. They released their first radio in 1998. With the threat of Y2K, wind up radios became popular. They've seen an increase in popularity lately due to the occurrence of natural disasters. They offer U.S.-based tech support. Their current product line includes AM/FM emergency radios, Wi-Fi boosters, and ear buds. They have some new items currently under patent review and will make them public as soon as they can.

Respectfully Submitted,

Renee Lindsay
Recording Secretary