



BOARD MEMBER: Stevie Emerson

DATE: April 27th, 2026

## AGENDA ITEMS

### 1. UPDATE ON [2026 GOALS](#)

#### **Committee Updates:**

- a. **Business & Professional Development** (Julie):
  - i. Held the last Lunch and Learn on April 16th. Discussed local advertising options. Jack Johnson presented updates on the Preston Discovery Guide. Superintendent Gary Thomas presented information and answered questions on the upcoming Levy. CAPSA talked about April awareness, events and initiative. Lunch was provided by Big Js.
  
- b. **Service Groups Outreach** (Amber):
  - i. June 3rd event Partnership with Preston ID Farmers Market. Looking to have a more complete list by the next meeting so we know about how much space we will need. The Board will have a booth to share info and recruit board & committee members. Anyone interested can reach out to Amber Almond 208-406-7171 or Jenny Christensen 435-770-4713.
  
- c. **Public Policy** (Marcia):
  - i. Not much going on here besides promoting local election information. While the members of the PACOC Board are entitled and encouraged to personally endorse whomever they want. The Chamber, as a board and a whole, remains unbiased and does not endorse any candidate in any race. We do focus on supporting initiatives that benefit businesses, drive economic growth, and improve the community.
  
- d. **Member Relations** (Melanie):
  - i. We continue to have business members rejoin, year after year, while recruiting new business members to join. We have several that have recently completed the process and some that are



just beginning:

- Jones & Demille
- Southern Idaho Mobile Notary
- My Idaho Agents
- Other businesses are in various stages of the process.

**e. Marketing** (Stevie):

- i. Excited to introduce a new Marketing Committee Member. Cait Schmidt has been creating and posting little videos about local businesses. This has been a goal for the chamber, but lack of resources prevents this. Cait is happy to partner up and continue to do these on a bi-monthly timeline. We discussed whether to restrict this to only paid Chamber Business Members, but ultimately decided to keep it open to all local businesses in Franklin County. The Chamber will continue to do monthly spotlight posts on paid Chamber Business Members, based on [completed spotlight applications](#).
- ii. We reviewed monthly marketing metrics. ([Facebook](#), [Instagram](#), [Website](#))

**2. Officer Updates:**

- a. **Financial Updates:** Cindy shared the past month's financial documents for review and approval. The Board approved transferring \$5,000 from checking to savings.
- b. **Circus Update.** We have submitted the agreement for the circus. Stevie needs to verify the space, access to water, and waste pickup. Jenny and Amber have volunteered to be ticket takers at the events. The clown is supposed to come the week before. The PACOC Board will have a booth at Idaho Days to promote the circus and sell tickets. We can promote with A-frame posters and flyers around town. Also consider putting up booths at Stokes, Valley wide, etc. The event is Monday. June 29, with two shows (5 and 7:30pm).
- c. **Downtown Trick or Treat.** Preston City Councilman Chris Larsen asked that the PACOC board take over the planning and promoting of the Downtown



Trick or Treat, with the Preston Lion's Club. The city can continue to get the bag of candy for those businesses on state street if the board can distribute it and the flyer info. The Board will also work with the Day's to utilize their green space and invite businesses not on main street to set up a booth/table.

- d. **Rural Idaho Success Summit Registration** is open. MAY 13 - 14, 2026 at the ISU Alumni Center. Cost is \$90.
- e. **Downtown Business Alliance.** Our deadline has been extended, as board members need more time to contact their assigned businesses. We will shoot for wrapping this up by the next board meeting.
- f. **East Idaho Business Journal** (Businesses to nominate). Discussed businesses to submit for consideration. Pan Wendy was nominated and agreed. Stevie will submit
- g. **Business of the Year** (Businesses to consider for BOTY). Discussed businesses of note, none were mentioned.
- h. **CAPSA Conference** (June 9th from 8 to 4:30) Riverwoods Conference Center
  - i. Amber is helping with the CAPSA golf tournament, potential dates have been suggested, maybe October, in conjunction with their Domestic Violence Awareness Month.

### 3. Upcoming Events

- a. **Next Lunch & Learn, Thursday May 21, from 12 - 1 pm at the Fire Station.**

### 4. Other things of Note

- a. **Open Board Positions:** We currently have two open positions and three terms ending this year (depending on who decides to stay and who is done)  
Board Member Terms:  
2026: Cindy\*, Amber, Julie, open  
2027: Stevie, Marcia, Melanie, Amy  
2028: Jenny, Gina, Troy, open