



# DUNSMUIR AHEAD

Winter 2011

We will be shifting to an e-mailed version also to be posted to the website as soon as possible. For those of you without e-mail, please contact us to get on our limited mailing list.

Call the Chamber, 235-2177 or stop in.

Office Open: Mon & Wed 9:30 – 5, Tue, Thur, Fri 11 – 2, Sat 10 – 3, Sun Closed

Layout, Linda Price; Attorney David Hicks, Editor

## Thoughts of our new President David Clarno



**Q:** Why are you interested in serving as President of the Chamber Board?

**A:** I believe that people should give back to the community. In a small town we all have to take our turn providing volunteer service to the community. I have a lot of optimism for the future of Dunsmuir. At this time I felt my energy, skills, and personality would be useful to the business community of Dunsmuir.

**Q:** What is your vision for Dunsmuir?

**A:** Maintaining the quality aspects of life in Dunsmuir while experiencing economic growth. The pace of life is slower here. The outdoor recreational opportunities are world class. The sense of community is strong. Having grown-up and lived most of my life in rural Northern California, I have seen firsthand the boom and bust economic cycles that occur. I believe that all of the pieces are in place for Dunsmuir to experience a renaissance. I envision a community where the arts and culture thrive, where Downtown is active and vibrant, where it is hard to find a vacant building, a Downtown with boutique stores, great dining establishments and a vibrant night life. I see a community choosing the charm and best qualities of the past while moving into the future.

**Q:** What particular projects are dear to your heart?

**A:** Revitalizing the Downtown Historic District. I hate to see empty store fronts. We have to do everything possible to encourage new business. The revitalization committee of the chamber will be the primary vehicle to recruit and incubate new business. This includes traditional storefront business, service industry, the various trades, as well as the nontraditional business like internet business, crafts, and sustainable/eco business.

Have a strong shop local campaign. I have been asking business owners their ideas and would like to hear any ideas that people have.

*continued on page 2*

## Last Year's Accomplishments

By Barbara Cross, Past President

Despite a tough 2010 economy Dunsmuir accomplished much. Six new businesses were welcomed by the Chamber and the town with ribbon cuttings and press coverage: **Janine and Megan's Beauty Shop**, **Spotlight Hair Studio**, **STS Garage**, **Spirits Bar and Lounge** (under new ownership), **Pink Photography**, and the **Dunsmuir Brewery Works**.

All year long, events kept the town humming. The Chamber sponsored and assisted with many events. **Dogwood Daze** on May 29, celebrated the planting of more than 50 dogwood trees on Sacramento and Dunsmuir Avenues, in the Children's Park and at Hedge Creek Falls Park. The popular **Taste of Dunsmuir** progressive dinner took folks around downtown for a great time on April 12 with courses at **Sengthong's**, the **Cornerstone Café**, the **Dunsmuir Brewery works**, **Café Maddalena** and the **Brown Trout**, attracting many out of towners.

Local art was displayed throughout the downtown in many new ways. The town continues to look better and better.

The Chamber sponsored two successful concerts. The Chamber's own 5th annual **Mossbrae Concert** featured **Johnny Lee Hooker, Jr.**, in the Botanical Gardens July 24, and we were a major sponsor of the Senior Benefit Concert starring Janis Joplin's Original Band **Big Brother & The Holding Company**, **The Blackwell Brothers** and **The Lottery** bands—a first to be held in the City Ball Park. People from Oregon to the Bay Area attended these events, filling dining and lodging establishments with visitors who enjoyed our historic downtown, City Parks and the Sacramento River.

Our second annual Chamber Celebration and Awards Dinner was held on Dec. 7 at Sengthong's restaurant. The Business of the Year award went to the very popular Dunsmuir Brewery Works.

The Chamber helped out with the **Spring River Festival**, **Railroad Days**, and the **Tribute to The Trees** concert featuring the Palo Alto Chamber Orchestra. Everyone enjoyed dining alfresco in the City Park along the river.

Members had great fun at quarterly mixers held at Penny's Diner, the Dunsmuir Brewery Works, and the joint Siskiyou county mixer at the Mt Shasta Resort.

The newly formed Downtown Revitalization Committee put together a new website, [www.comehometodunsmuir.com](http://www.comehometodunsmuir.com); printed and distributed Come Home to Dunsmuir postcards; and the Chamber ordered and distributed 7,500 Chamber brochures listing all tourist related businesses as well as scenic spots and things to do in and around Dunsmuir. These can be found at the Collier Rest Stop and the Shasta Cascade Wonderland Visitors Bureau; we would like to keep the Visitor's Center open 5-6 days a week and could use more local volunteers to make this possible. Please call Barbara Cross at 235-9866 if you can be a volunteer.

Gold Circle supporting members this year included **Union Pacific**, **Pacific Power**, **Mercy Mt Shasta Hospital**, **Roseburg Timber**, **Premier West Bank** and **US Bank**. ♦

## Thoughts of our new President continued

The Chamber has to grow stronger. We need to increase our communication and services to and for our members. We need the support of all the commercial entities in Dunsmuir. Traditional businesses as well as nontraditional business owners need to know that the Chamber is a voice that represents them and is working to make their business more successful. In addition Non-Profit organizations and groups as well as individuals can join the Chamber. The Chamber truly benefits everyone in town, directly or indirectly.

Marketing Dunsmuir to the outside world is another project I am very interested in. We are continuing to expand our web presence. We will continue to sponsor and encourage events and festivals like Railroad Days and the Mossbrae Concert. We hope to find ways to encourage more arts and cultural activities. These are an important part of the commerce of a community.

We hope to build partnerships with the business community, the city, county, other chambers, and organizations to further the chamber goals.

**Q:** How can residents and non-business owners help?

**A:** Get involved with the chamber or project that is of interest to you.

Let the chamber know what you think we should be doing.

Be positive about Dunsmuir.

It is important to spend your dollars in Dunsmuir. For every dollar spent here something like 7 dollars goes into your neighbors' and friends' pockets as it gets passed around. Every dollar spent in Dunsmuir is a vote for a more prosperous City.

If you have a dream or a great idea, don't be afraid to take steps to make them a reality. Contact the Chamber for support and the resources available to make your dream a reality.

**Q:** What one thing would you like to see in Dunsmuir?

**A:** How about three things? I would like to see Dunsmuir lead the rest of the world in an economic recovery. I would like to see the sense of "Community" here in Dunsmuir grow and make this town the best place to live and visit in Northern California. I think we can do it.

**Q:** What is your biggest challenge?

**A:** I do not have the time to do the job the President of your Chamber needs to do. My business must come first! That is where my time and energy must go. I'm happy to have a great board that I can go to—things need to get done that I won't be able to do. I will be asking the other board members to help but they are also running businesses in Dunsmuir. So the answer is that we need each of you, our members, to volunteer and stay actively involved! We're all doing this to help each other and the community to be healthy and grow. ♦

## Benefits of Joining the Dunsmuir Chamber of Commerce

- ✓ Free listing and description of business on Dunsmuir Chamber website: \$150.00
- ✓ Free link to your website on the Dunsmuir Chamber website
- ✓ The Dunsmuir Visitor Guide advertises visitor oriented member businesses
- ✓ Distribute your brochure materials in office brochure racks, receive referral of visitors and residents to your business
- ✓ Quarterly Mixers at one of our fine business
- ✓ Office services including copying and faxing at a 50% savings and use of bulk rate stamp
- ✓ Voting rights with \$100 membership
- ✓ Special rate for Non Profit, Service Club Organizations, and individuals
- ✓ Join the Gold Circle Club, ask us!
- ✓ Dunsmuir Chamber of Commerce is associated with several tourism and economic organizations
- ✓ Shasta Cascade Wonderland Association Member—10 trade shows per year with our Visitor Guides at the "Visit California" booth
- ✓ Opportunities for you to volunteer on committees & events
- ✓ For brand new businesses—ribbon cutting event and press release

### Membership Levels

- 100.00 Business
- 35.00 Non-Profit
- 35.00 Community (Individual Person)

Please pay 1/2 of your dues no later than Feb. 28th, this will take us through June, July 1st will begin our fiscal year.

If a bus station is where a bus stops and a train station where a train stops, why do I have to work at my work station? How is it one careless match can start a forest fire, but it takes a whole box to start a campfire? Dolphins are so smart that within a few weeks of captivity, they can train people to stand on the very edge of the pool and throw them fish.



*Chamber members contribute in diverse and special ways to the quality of life in Dunsmuir, like David Hicks's classes in Argentine Tango dancing, as well as graphic arts, music and outdoor events. Dunsmuir does have its limits: City limits on both sides of a prime trout stream, and surrounding waterfalls, as well as these five—enough to make you have to stop fishing.*

Five is the possession limit.



## Questions from Members:

**Q.** Though I am not on the Board, can I attend board meetings?

**A.** There is more than one kind of meeting according to the by-laws. The Board wants to see the members becoming more involved as part of strengthening our chamber. Several kinds of meetings are provided for. There are Board Meetings, Member Meetings, Annual Meetings and Committee Meetings. Some things by nature require that the Board act in private, such as personnel issues of hiring, firing etc., but not all.

Your Board decided at this year's first meeting (Jan 10) that as a matter of policy a member can attend appropriate portions of board meetings. Members don't vote at board meetings, but the Agenda will include a time for members' input, comments, questions and the like. Members may attend the first 1/2 hour of each board meeting to express their ideas and concerns. Please call the Chamber office if you would like to make a presentation or place an item on the agenda.

Some work on By-laws is in progress. There are changes the Board will propose to the general membership for a vote. Copies of the proposed new By-Laws will be available in the Chamber office.

## Making The Internet Work For Your Business

Sponsored by The Dunsmuir Chamber of Commerce and Presented by Joanne Steele—Former Siskiyou County Director of Tourism and nationally recognized rural tourism marketing expert.

**Date/Time:** Feb. 7 & 9 from 6-9 p.m.  
**Where:** Dunsmuir High School Gym

**Course fee:** \$35

**Dunsmuir Chamber Members:** \$25.

**Who should attend:** Anyone who owns or wants to start a business. Open to the public.

**Details:** Special room rate at Cave Springs Resort for Feb. 7 and 8, with two day lift tickets available for \$40 for the 8th and 9th. Call Cave Springs to reserve, 530-235-2721.

Dunsmuir Inn & Suites is offering 20% off 530-235-4395  
 Call for rates:

Dunsmuir Lodge 530-235-2884 (special rates for attendees)

Cedar Lodge 530-235-4331

Cottage Apartments 415-302-2820

Oak Tree Inn 530-235-4100



### Workshop information

Joanne Steele 530-235-4404

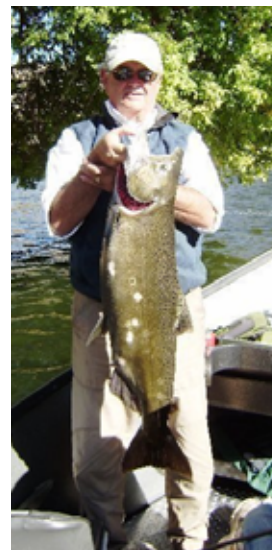
### Registration

Dunsmuir Chamber of Commerce, 530-235-2177.

Mail to DCC, 5915 Dunsmuir Ave.

235-2177. Cash, Check, or Credit Card

**START THE NEW YEAR BY EXPANDING YOUR HORIZONS!**



Another great day at the office!



Winter Scene by Dick Moon; all other photos by David Hicks

Currently the Chamber is seeking assistance in Marketing, Membership Development and Services, and growth of the Gold Circle Club. Please contact David Clarno or the Chamber office at 235-2177 if you are interested. Former president Barbara Cross says, "I know many members have good ideas and suggestions. Please share your expertise with us to make the Chamber more effective."

March 20th is the last day for submission to our next newsletter.

### Website Visits

