



Lost Sierra Chamber of Commerce Meeting Minutes

Board of Directors Meeting via Zoom

4:00 PM on Wednesday, January 21, 2026

Call to Order: Tanya Funk, President; Richard Aiple, Vice-President; Samantha Schwartz-Lenhart, Director; Gia Grim, Director; and Linda Judge, Director

Meeting was held at Nakoma Resort and via Zoom

Others Present:

Absent: Emily Compton, Director; Bobby Gott, Director; Clint Koble, Director

Open Session: Meeting was called to order at 4:15 p.m.

1. Old Business

- I. The Board received minutes from the December meeting but did not vote on approval.

2. Financial Report:

I. Financial reports were provided and discussed.

- Financial Reports are discussed quarterly. The board did not discuss financial reports during this board meeting.

3. New Business:

a) Strategy Session

- i. The group discussed the purpose of the Chamber going forward. Is there a bit of a holding/waiting pattern until the economy bounces back?
- ii. The group reviewed the total amount spent on advertising per year.
- iii. So what should the Chamber do? - Brainstorming
 - Ride out the economy changes
 - Create excitement and expect that things will be changing
 - Economic development
 - Define mission statement
- iv. It appears that there are two types of members. The second group are more concerned with their business's success and consider the Chamber for marketing.
- v. Discussion about grant dollars.
- vi. Discussion about interactions with the City, Rotary, Sheriff and other organizations in the community and getting together with these groups and build strategic partnerships.

4. Next Chamber meeting: February 18th at 8 a.m.

5. Adjournment: 6:07 p.m. meeting adjourned.