

**CACC BOARD MEETING**  
**October 11, 2021 @ 5:30 pm**

**Attendees:** Luke Finley, Lasca Hix, Lynne Watkins, Cathy Cheatham

**Meeting Called to Order: 5:35**

**Guest Speakers:** None

**Any Non-Agenda Items from the public:** None

**Approval of Minutes:** Approved

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**TREASURER'S REPORT (Kristina Cleary):**

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**SECRETARY'S REPORT (Cathy Cheatham):**

**WEBSITE INFORMATION (Lasca Hix):**

Grace Community Church wants to be on the Website!

**OLD BUSINESS:**

Follow up on dumpster and why it was so successful. 3 loads 30-yard dumpster.  
Free to the community. Direct Mail for 70.00. Time spent. It was very successful.  
Thank you to the Delta County Rodeo Royalty for spending time helping.

Follow up on Chamber plaques: Lynn delivered the last chamber plaques on A road and to Jeff Pead.  
We need to order more plaques.

Luke and Tracy will take down the flags.

Business After Hours: **Round One:** the information is in our previous minutes.  
Questions reviewed and we determined which ones we would ask.

**NEW BUSINESS:**

Steve Mott is concerned about what comes up when you search "Crawford". How can we update the pictures? How do we expand the metadata? \*see below.

Delta chamber asked us to merge with them through "One Delta County". The vote was a unanimous no.

We need to decorate "Town Hall with Christmas Lights" need to schedule a time.

**NEXT CACC BOARD MEETING:** November 8<sup>th</sup>, 2021

**MEETING ADJOURNED:** 6:25pm

**\*Metadata information:**

Your website metadata consists of a page title and meta description for every page. These provide search engines like Google with important information about the **content** and purpose of each individual page on your website, and help them determine whether your website is relevant enough to display in search results.

Why is metadata important for a website?

Metadata is like the trailer or highlights of your website for the search algorithm. **It's what creates the context of the content you have on your website.** Without meta data, the search engines have to guess what your webpage is about, and are much less likely to rank your site well.