

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**April 16, 2019, Norwood Town Hall**

**I. Called to Order at 12:??pm**

Present were: Carrie Andrew, Terri Lamers, Nola Svoboda, Linda Avery, John Bockrath, James Bates, Patti Grafmyer

**II. Approve Minutes**

There were no minutes to approve.

**III. Treasurer's Report**

- A. The Reconciliation Report beginning budget for the month of March was \$6296.49. The ending balance is \$3403.67 give or take a few checks clearing and additional member dues to be paid. Terri is working on a few things in the budget and will present it at the May meeting.

**IV. Visitor Center Planning**

- A. Carrie brought up that by May our Visitor Center space will be open and that we might want to have some stuff representing our existing members such as slides on the display screen. The space will be a great place to advertise upcoming events.
- B. The Chamber would like to have new brochures made. A tour bus of 40 people will be coming through Norwood from Silverton to Moab and want to make a pit stop in Norwood. Carrie would like invite them to the new Visitor Center and have brochures ready by the time the group comes through. Possibly get Kristi's, The Divide or The Bakery to have treats available for our guests.
- C. The brochure should pull content from our website as well as focus on Dark Sky, mountain biking, birding, rafting, etc...
- D. Nola will create the brochure and have it ready and printed by the second week of May.
- E. Carrie brought up opportunities with different groups and how to we maximize our exposure to the people traveling through. We need to know when they will be coming through so we can let businesses know so they should be open. We should consider keeping a record of the different groups so we know how we market ourselves. Businesses should just plan on being open on the weekends (Saturday & Sunday) in the summer because that is when travelers and groups come through.

**V. Regional Opportunities**

- A. WEEDC - No updates
- B. Downtown Streets Workshop – Patti tried to get the workshop in Norwood. It will be held in Montrose on Monday, April 22. Norwood will have a team of 6-8 members who will bring what they've learned back to Norwood. Carrie and Nola will attend along with Patti,

Gretchen Wells, Tim Lippert, Cindy Shapen. Joan Roudabush and Katie Sapp are also interested in attending

- C. Carrie would like to bring in Leila Seraphin for her connection with different art groups so they can be part of the plans.
- D. Opportunity Zones – On Wednesday, April 24th at 6:30pm, Bonnie Watson from the Telluride Foundation will be coming to Norwood to talk about Opportunity Zones, what they are, how they work and what they mean for Norwood.
- E. Strategic Planning –

## VI. Marketing Report

- A. **Social Media:** Video has reached 54,000 people. 20,000 have viewed at least the first 3 seconds of the video. Opportunity Zone blog was the primary driver to the website (organic and social) with almost 500 link clicks to our website with 90% of those click coming from Denver. Our Facebook followers grew by nearly 300 people from the video alone, Instagram is continuing to grow with approximately 100 new followers each month, Twitter is still just starting out but is steadily growing. Content will be changing direction with the change of the seasons.
- B. **Website:** Website has seen a lot of growth in organic traffic. Traffic is up 95% from where it was before we began optimizing the website's SEO and developing new content. 54% coming from organic search. Continue share events with Nola so she can add them to the website's calendar.
- C. **Topics for blogs:** Mountain biking blog will be posted next week. A lot of the focus for this blog is to grow our own audience as well as capitalize off audiences searching for mountain biking opportunities around Nucla/Naturita. Next month's topic will focus on asparagus hunting. June's blog will be a summer activity/things to do.

## VII. Membership

- A. Membership Renewals – Linda and Doug Avery will be working on new memberships when they return from vacation.
- B. Nola asked when memberships expire and what to do with members who join toward the end of the year. Should they continue to be included in the business directory? BCI Media and High Country Bicycles are examples of businesses who joined in September/October.

## VIII. Old Business

- A. **Lodging Tax Board Meeting:** Nola was the only board member able to attend the meeting. The lodging tax board was very pleased with the Chamber's newly revamped budget as well as with everything the Chamber has done with its website and digital marketing efforts.
- B. **Quarterly Meeting Recap:** Key takeaways from the meeting were that Norwood should look at bringing the Rodeo back up to what it used to be with the fair, rodeo, carnival and band/dance at the end. It used to be an event that would attract outsiders to come spend

an entire day in Norwood. Terri mentioned that it might be worth having conversations to find a way to help bring it back. There could be a possibility for the Chamber to sponsor bands after the rodeo and on Pioneer Day as well. The community also would like to see more live music, whether it be similar to the Ridgway and Mountain Village concert series, on a business's patio, in the park or at the fairgrounds.

#### **IX. New Business**

- A. June Quarterly Meeting – Next meeting is June 17, possibly at The Divide.
- B. Lodging tax agreement with the county – Carrie reviewed the agreement with the board. The county will collect the lodging tax funds and the Chamber will use it for advertising. The Chamber doesn't need to be insured, but Carrie will look into whether or not directors and officers can be insured. There were no objections to signing the lodging tax agreement.
- C. Advertising in magazines – The Chamber agreed not to advertise in West of 105 Magazine, but instead advertise in local magazines including in Telluride to get more reach in local audiences. Linda brought up trying to get our events in regional travel magazines such as the AAA magazine.

#### **X. Adjourned at 1:??pm**

Submitted by Nola Svoboda