

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**February 12, 2019, Norwood Town Hall**

**I. Called to Order** at 12:10pm. Present were: Carrie Andrew (CA), Terri Lamers (TL), Nola Svoboda (NS), Gretchen Wells (GW), Linda Avery (LA), James Bates (JB), Patty Grafmeyer, Creighton Wood and John Dotson

**II. Approve Minutes** - LA moved, GW seconded, all approved.

**III. Dark Sky Update** - Creighton Wood presented that Norwood is on the verge of being approved by the International Dark Sky Association as a dark sky community. They are just waiting for final confirmation of being approved by the board (this is the 3<sup>rd</sup> and final step - it has passed the first 2 steps of site approval and committee approval) and will notify us at once when they hear back. Other communities have indicated that a dark sky community designation will rapidly increase tourism. The Dark Sky group here would like to request that the chamber add a "International Dark Sky Community" designation to our entrance signs to town. (The dark sky committee has a total financial base of \$1,500 - not yet determined how to finance this signage.) The chamber is already investigating costs to clean up signage at the town entry points and will add this onto the quote. (Note - who is responsible for doing this action item? I believe James Bates was going to follow this up with Montrose Signs? If so - we need to request he add this to the signage quote.)

**IV. Treasurer's report**

Terri is continuing data set up and did not have a comprehensive treasurer's report ready for this meeting - but should be ready for the March meeting. Terri also needs access to past financials in order to file tax reporting. Carrie Andrew will follow up with contacting past treasurers for this information. (Note: the current balance in the account is \$7,621, and the chamber should be received more dues from the membership drive - see membership below - as well as the quarterly lodging tax receipts which have ranged from \$8,000-\$10,000 a year.) The 2019 budget will be finalized at the March 12<sup>th</sup> board meeting. Items approved for the 2019 budget:

- A. **Visitor Center Furnishings** - John Dotson came to present this line item, that was approved during his term as chamber president and to provide historical perspective. The library planned to incorporate a visitor's center (and a chamber materials storage area) in the construction plans, and the chamber approved furnishing this visitors center 4 years ago. The chamber has set aside some funds each year of the past four years to accommodate this. A bid was presented now to the chamber board for final approval. Three bids were obtained and the designer has determined this is in according with the library design. The chamber board voted to approve this invoice for \$4,369 (1 coffee table, 1 brochure table and 4 lounge chairs): motion made by LA, seconded by NS and all approved (Carrie Andrew and Terri Lamers abstained from the discussion and the vote).
- B. **Marketing with Nola Svoboda** - Following up prior board discussions and emails, there was discussion on hiring Nola to use her professional skills to update and maintain our chamber website, as well as provide a social media presence. (Note: Nola will be developing individual member pages on the website as a volunteer service, and not as a paid marketing professional.) Her quotes were all below costs of the previous marketing service, and the board voted and approved the following costs:
  - **Vote 1.** Ongoing monthly payment to Nola Svoboda of \$350 to do 8 social posts each month, to maintain a blog and post, and to do general web site maintenance.

Motion made by TL, seconded by GW and all approved (Nola Svoboda abstained from the vote).

- **Vote 2.** As the web site is building up, there will be additional work involved with creating pages (such as a community calendar page, a Heritage and History page, a Recreational page...). Nola estimates about 2 hours per page creation, assuming the content and photos are provided. Agreement was made to approve these additional needs on a month-by-month basis, as more time will be needed to ramp up the website in the earlier stages. A vote was made to approve \$300 to give Nola funds to create 3 pages in this coming month. GW made the motion, CA seconded and all approved (Nola Svoboda abstained from the vote).

## V. Membership

**Nola and Carrie will compile lists** of past chamber members, along with town business license holders. An **email will be sent out by Nola** by mid-February with a brief info piece on the chamber, including a “hold the date” for the March 18<sup>th</sup> business after hours/quarterly membership meeting to be held from 5:30-7:00pm at Maggie’s Pizza. A note will also indicate to ignore this notice if you have already paid your 2019 dues, and the membership application will be attached. Members will be asked to pay their dues by the end of February. Doug Avery will then follow up by phone calls and in person visits to both check on past non-renewed members as well as bring in new members. The mailing lists will be maintained by Nola.

## VI. Miscellaneous Items

- **Noel Night Task List** - **Carrie will put together a Noel Night task list.**
- **Downtown Streets Workshop** - Patty Grafmeyer and Carrie are looking at the possibility of Norwood hosting a regional training workshop, involving DOLA funding.
- **Mission and Goal Statement** - **Linda will work on a draft paragraph**, explaining who the chamber is, and to be used as a cover for the membership mailing. She will send it out to board members for comments and review.
- **Chamber - Library Memorandum of Understanding** - **Carrie will draft a memorandum**, delineating use of facilities at the library for the benefit of the chamber and the visitor center. This will be reviewed and approved by both boards, and signed by Lucinda as Library Board President and by Linda Avery as the Chamber Vice President.
- **Content & Marketing Assistance** - **everyone** should help by providing Nola with any pertinent photos, content, and by adding #norwoodcolorado to their Instagram accounts.
- **Quarterly Meeting Dates** - aka “Business After Hours” from 5:30-7:00pm
- Monday March 18<sup>th</sup> - now confirmed for Maggie’s Pizza (budget between \$200-\$400)
- Monday June 17<sup>th</sup> - Divide?
- Monday Sept 16<sup>th</sup>
- Monday Dec 16<sup>th</sup>
- **Bylaw Review** - **Carrie will send Linda** a word document for the current bylaws. **Linda will work** on a draft revision and submit this to the board for review and comment.

## VIII. Adjournment - 2:06pm

Respectfully Submitted by Linda Avery