

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
June 11, 2019, Norwood Town Hall

I. Called to Order at 12:05pm

Present were: Carrie Andrew, Linda Avery, Nola Svoboda, James Bates, Gretchen Wells

II. Approve Minutes

March, April and May minutes were reviewed. James motioned to approve, Linda seconded. All in favor.

III. Treasurer's Report

- A. There were \$100 in dues in May.
- B. The Reconciliation Report beginning budget for the month of May was \$3,753.85. The ending balance is \$4,017.25 is what the Chamber has available.

IV. Visitor Center Planning

- A. Patti is working on moving the "Visitor Information" highway sign to Pine Street. Carrie will be working on adding a "Library" sign to the existing highway sign.
- B. The Forest Service has free visitor materials that could be brought to the Visitor Center. Carrie would like us to go to local visitor centers to get their information if they'd be willing to trade materials.
- C. Chamber members should grab a stack of new brochures to drop off at locations throughout the region.

V. Regional Opportunities

- A. Email from Carla Reams - Telluride Foundations - Job Seekers. Link to Skillful West End on the website.
- B. WEEDC - Invite WEEDC to the Business After Hours on June 24th to introduce themselves and the services they can provide.
- C. Downtown Streets Workshop – CDOT will not allow parklets in town. The town itself needs to own that section of highway.
- D. Opportunity Zone - No updates

VI. Marketing Report

- A. **Adventure Magazine and Telluride Style:** The Chamber purchased a full page ad in Adventure. Telluride Newspapers gave the Chamber a full page ad in Telluride Style as well as an additional quarter page ad in Adventure (approximately \$3,000 worth of advertising for free). The Chamber filled the additional ads with a Dark Sky Community promotion. Norwood is also featured heavily in these two magazines with a West End/Norwood and a Dark Sky story in Adventure as well as a Fresh Food Hub story in Telluride Style.

- B. **Social Media:** All accounts are continuing to grow followers. Overall engagement continues to increase as well.
- C. **Website:** Website traffic continues to rise with 100+ new users for the month of May.
- D. **Topics for blogs:** June blog focus needs to change to Summer Events highlight to include Star Spangled Saturday. July's blog will focus on summer activities and weekend travelers, featuring all the things people can do when spending a weekend in Norwood.

VII. Old Business

- A. **Membership Renewals** – Carrie mentioned membership information has been getting lost in the transition of board members. Memberships had been turned in, but their business information hasn't been getting to Nola to add to the website's business directory.
- B. **Business After Hours Meeting:** Changed to June 24th to accommodate schedules. Carrie and Gretchen will not be present. Meeting is from 5:30-7pm.
 - a. Linda asked if The Divide has joined the membership and would like them to do so before the Business After Hours Meeting.
- C. **Review of past minutes:**
 - a. **Ribbon Cutting for new businesses:** All agree that is something the Chamber should start in 2020.
 - b. **Smoke Alarm Day from Norwood Fire:** No new info from John.
 - c. **Group Tour Bus in May:** Group didn't make it to Norwood because of the snow. Carrie said Norwood is on the schedule for when they come through another time.

VIII. New Business

- A. **Chamber Board Meeting Time Change:** From noon to 1pm to accommodate for lunch. Linda made the motion to approve, James seconded. All in favor.
- B. Nola has taken over putting together the meeting minutes and offered to fill the Secretary seat.
- C. **Adventure Magazine Ad:** Terri will need to create invoices to send to the businesses who advertised with the Chamber. Business will need to write their checks to the Chamber. The checks can be mailed in or dropped off with the Library staff in which Carrie will get the checks to Terri. Nola will forward the Telluride Newspaper's invoice to Terri and ask Terri to send invoices to each business.
- D. **Rodeo:** Gretchen attended the Rodeo meeting. The rodeo is looking for sponsorships. Chamber should get sponsorship info out to local businesses. There will be no carnival this year. There will be another meeting to discuss combining the Fair and Rodeo. Gretchen mentioned the committee is trying to get the county to provide shuttle services from Telluride to Norwood. The Chamber used to give \$200 for radio announcements. Carrie will look back at what the Chamber has done in years past to determine how Chamber should sponsor this year.
 - a. **Pioneer Day:** Chamber helps with posters/advertising and trophies. Gretchen will organize with Annie to move the Pioneer Day meeting to July to allow more time

for promotion. Gretchen invited Nola to attend. Nola will compile information to add to the Chamber website.

- b. **Events:** Start communication about bringing events to Norwood.
 - i. **Bringing music to Norwood:** The Chamber will brainstorm ideas for bringing more music events to Norwood
 - ii. **Other events:** James would like to bring more races (biking, running, fun races, community dances)

IX. Adjourned at 1:12pm

Submitted by Nola Svoboda