

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

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

Present were: Carrie Andrew, Terri Lamers, Nola Svoboda, Gretchen Wells, Linda Avery, John Bockrath

**II. Approve Minutes**

Approved as amended (with typos). Motion made by Terri Lamers, seconded by Nola Svoboda, approved by all.

**III. Treasurer's Report**

- A. Terri and Carrie got together prior to the meeting to work on and better organize the budget. Terri presented the 2019 Budget as well as the Profit and Loss for January and February.
- B. From the Profit & Loss Budget Overview, \$6,420.93 from the 2018 Balance Forward has carried over from the previous year. Visitor Center Furniture took care of a big chunk of that. Total budget for 2019 is \$19,825.13. The Chamber is expecting 2,400.00 in member dues which were broken out over 12 months. The Chamber is expecting \$11,000 from lodging tax.
- C. Future possible accounting expenses were added to Payroll Expenses.
- D. The total for Website & Digital Marketing takes into account the ongoing monthly cost plus additional website pages that need to be built. Any additional expenses were added to Advertising and Promotion. If the Chamber needs more money for Website & Digital Marketing, this can be taken from Advertising and Promotion. All other expenses were based off the previous year.
- E. Terri will email Carrie a 2018 Profit & Loss as well as the budget for 2019 to send to the lodging tax board this week. Linda pointed out that not all board members have paid their dues.

**IV. Visitor Center Planning**

The Chamber's next meeting is slated to remain at Town Hall, unless the new library space is ready. Meeting date has been changed to April 16. There was some discussion on changing the time of the meetings. Visitor Center planning will be pushed to April. Gretchen will talk to the town board about her continuing to attend Chamber meetings at the same time at the new Library. The time may change to 1pm to accommodate lunch schedules.

**V. Regional Opportunities**

- A. Downtown Streets Workshop – possibly in Norwood. If not there will be one in the area around the 22nd of April.

- B. Outdoor Recreation Coordinator – Committee hired a consultant to take care of strategy and hired Paula Brown to be a local liaison. Carrie was specific about making sure Norwood is represented and that Paula comes to Town and Chamber meetings.
- C. Discussion about attending WEEDC's meetings as well as posting Chamber meetings and minutes on the website and sending minutes out to members.

## VI. Marketing Report

- A. **Social Media:** The Chamber's digital marketing has been caught up and back on track after a lull from cancelling with BIC. Already, more users are sharing content, using the #norwoodcolorado hashtag as well as the location. There has been a major increase in reach compared to when BCI was handling social media. Average reach on Facebook was around 500 people with between 5-35 likes, the Chamber is now seeing between 1,000-5,000 reach with 30-80 likes. The post that focused on the Dark Sky award reached over 11,000 people on Facebook alone.
- B. **Website:** New website blog post is up for the sole purpose of getting some winter related indexed across search engines. Two of the three website pages have been created. The Dark Sky page has been completed. The Recreation page is almost complete, but needs more information in a few key activities. The History page is at a stand still until content is provided. New Chamber video has been placed on the the website home page. Nola and Terri will be meeting to gather History content. If board members have photos, send them to Nola for website and social media content.
- C. **Topics for blogs:** Norwood being an Opportunity Zone will be the next big focus for the blog to help drive more focus to Norwood alone.

## VII. Membership

- A. The Chamber would like to find a Secretary and someone who will be in charge of member communications.
- B. With the Divide is reopening this month, should the Chamber have a ribbon cutting ceremony? Getchen stated if we do it for one, we should do it for all. Possibly start grand opening celebrations in 2020.
- C. **Membership Renewals:** Linda was tasked to develop a new mission statement and is ready to deploy Doug Avery as our man on the ground to collect memberships. The Chamber is working to collect dues.

## VIII. Old Business

- A. **March Quarterly Meeting:** This quarter's meeting is at Maggie's Pizza. 5:30-7:00pm. There is a max budget of \$400 for 20 people with a cash bar. Encourage members to pay dues at the Quarterly Meeting. Nola will coordinate with Spencer on the day of/be a point of contact.
- B. **Changes to the bylaws:** Linda made no changes except to clean up formatting. Two areas of interest were how to remove a non-performing board member, and can a non-board member vote at board meetings. Linda gave an overview of removing

non-performing board members. John will develop member expectations to be added to the bylaws. According to the bylaws, Gretchen and Patti cannot vote at board member meetings, however, they are allowed to vote at general membership meetings.

**IX. New Business**

- A. Lodging Tax Meeting – Tuesday, March 19 at 1:00pm at the Miramonte Building in Telluride. Carrie and Nola will attend and talk about the 2019 Budget and Marketing.
- B. Norwood Fire – Smoke alarm day in June. John will send Nola information to add to the website.
- C. If anyone knows of events happening in the community, send them to Nola to add to the website.

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

Submitted by Nola Svoboda