

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
May 14, 2019, Norwood Town Hall

I. Called to Order at 12:08pm

Present were: Carrie Andrew, Terri Lamers, Nola Svoboda, John Bockrath, James Bates, Patti Grafmyer, Molly Radecki (sp?) joined at 12:30

II. Approve Minutes

There were no minutes to approve. Nola has been recording meetings and there will be minutes to approve next month.

III. Treasurer's Report

- A. The Reconciliation Report beginning budget for the month of April was \$8,822.53. The ending balance is \$3,353.85 is what the Chamber has available.

VI. Marketing Report

- A. **Social Media:** Overall social audience growth has had a steady incline through the month of April with overall growth continuing to rise since the beginning of the digital campaign. Facebook posts have been gaining more engagement. Some posts are more successful than others. The "library open" post had the most reach and likes while the mountain bike blog post had the most engagement with video views and clicks to the website.
The Chamber's biggest age audience is between the ages of 25 and 54 with the younger generation being the larger demographic. Audience gender is mostly female. Twitter is gaining traction with more followers, Instagram audience is growing about 100 followers each month.
- B. **Website:** Traffic is continuing to gain traffic. The revamped website along with new content/pages/blog posts attributed to the massive growth the website saw in March and April. The website's largest audiences came from Colorado and West Virginia. Within Colorado, the largest amount of website traffic came from the Denver area, Grand Junction, Montrose and Telluride.
The home page, mountain bike blog and business directory were the most viewed page. In March, social and organic search were the websites biggest traffic sources, in April more people are visiting the website directly, search and social referrals were close behind.
The Outdoor Recreation page has been completed. The History/Heritage page is still in progress. Nola is writing content for the History page from content provided by her meeting with Terri, Barbara Youngblood and Betty Greager. Because so much work and time is needed, this page will be completed using the monthly website cost. Once all the content is ready, Nola will use the remaining new page amount to design the page.
- C. **Topics for blogs:** April's blog focused on mountain biking to bring awareness and give a boost to mountain biking around Norwood specifically. The blog included core search

keywords and phrases as well as highlight a few businesses. The next blog topic for May was on asparagus hunting which was posted and shared before the May meeting. June's topic will focus on a weekend on Wright's Mesa and all the things people can do in a weekend trip.

- D. The Charlie Fowler Collection: Carrie would like to include information on climbing in the area, maybe highlight the collection as another attraction to Norwood on the recreation page and maybe in a blog down the wall.
- E. Topics to share: There will be a rodeo. Share on social the Roping Club's meeting time. Terri will send Nola dates and info. Add the Farmer's Market to the events on the website. Bike Safety Day will be on May 23. John will provide info for the Fire Department's free smoke alarms. In June, there will be something for Star Spangled Saturday.

IV. Visitor Center Planning

- A. Tour group of 42 people coming May 20. Carrie would like to get the Visitor Center up and running with brochures, looping video and additional "Visitor Center" stuff. Snacks will not be needed. Look at finding a brochure holder for Chamber stuff.
- B. Get highway "Visitor Center/Library" CDOT signage on the highway pointing to the Library and Visitor Center. Patti mentioned the last time the town did signage, there was no cost. Patti will look into signage with CDOT.
- C. Carrie mentioned that when the feasibility study was done, one of the biggest things the community wanted was a Visitor Center. However, those that had the vision for the Visitor Center are no longer on the board so Carrie is open to ideas and suggestions for the library space. Molly suggested Indian Ridge granola, Thorneycroft, Beads, vendors at the Farmer's Market, etc... Dark Sky plaques/trophy will be displayed.

V. Regional Opportunities

- A. WEEDC - No updates
- B. Downtown Streets Workshop – Carrie, Patti, Gretchen and Nola went to the Downtown Streets Workshop. Key takeaways are focusing on quick wins and focusing on projects that have already completed while continuing on with smaller projects. Patti has contacted CDOT to see if they would consider a parklet, one business is very interested. The town has talked about seasonal planters to coincide with a parklet because bulb outs are not possible with snow plowing. Patti asked CDOT if they would consider diagonal parking, CDOT is not allowed and that can only be done if the town takes over a portion of the highway. Nola mentioned that the easiest way to get CDOT on board was to get in on a project they already have planned because CDOT would help cover costs.
- C. Opportunity Zone - No updates

VII. Membership

- A. Membership Renewals – Dues collection has been falling off, Terri is hoping Doug will get busy again and all the Chamber board members should be talking to businesses as well.

VIII. Old Business

- A. **Bylaws:** John has gotten started on redoing the bylaws.
- B. **Welcome to Norwood Sign:** James will look into the cost of sign maintenance with Montrose Signs. Carrie mentioned Dark Sky would like to add their info to our welcome signs.

IX. New Business

- A. Molly Radecki is interested in starting a filmmaker's club at the library. This would be a great opportunity to generate new content about Norwood. She also wanted to know if there was anything beyond the Chamber for entrepreneurs and presented her issues and ideas for helping new businesses navigate their way through town and county taxes. She also had questions about starting up new craft business in San Miguel County including getting classes to Norwood for entrepreneurs, how to start a new business, and navigate taxes, licenses, etc... Carrie mentioned that WEEDC has made helping entrepreneurs a priority. Carrie will reach out to find more info about starting a business. Molly suggested that she could write a blog about everything she's gone through to help others.
- B. Terri wanted to make sure everyone knows there will in fact be a rodeo this year and that the Rodeo Club will have a committee meeting that the community should know about.
- C. June Quarterly Meeting – Next meeting is June 17, Carrie will reach out to The Divide.
- D. Nola will add Chamber meeting times to the website and create a recurring event on Facebook.
- E. Nola presented an opportunity for the Chamber to advertise in Telluride Newspaper's Adventure and Shelter Magazines. The Chamber would purchase a full page in Adventure for \$1592 with a quarter page ad in Telluride Style (valued at \$1009) for free. The Chamber would cover the cost of half of the full page while splitting the rest of the cost with four Chamber businesses. Each business cost would come to \$199. The Chamber's cost would be \$796. Carrie, Terri, James and Nola all agreed it would be a good idea for the Chamber should run the ad. James and Nola said they'd run ads if no other businesses wanted to fill those spaces. Nola will create the ads and the spaces for businesses to be sent out.

X. Adjourned at 1:42pm

Submitted by Nola Svoboda