

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
July 9, 2019, Lone Cone Library

I. Called to Order at 1:08pm

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

II. Approve Minutes

Linda moved to approve the minutes from June, Terri seconded, all approved.

III. Treasurer's Report

- A. Dues were received from San Miguel County in June.
- B. The beginning balance June 1, 2019 was \$3,769.95. Deposits of \$50.14 were made and disbursements of \$1,884.91, ending with a balance of \$1,935.18 on June 30, 2019.
- C. The Chamber has received \$3,338.78 in lodging tax through June 30, 2019. \$2,275.70 is for the 4th quarter of 2018. The first quarter of 2019 brought in \$1,063.08.
- D. The Chamber has received \$1400 in membership dues through June 30, 2019 of this year.
- E. Terri paid Telluride News for the Chamber's ads in Adventure Magazine. Terri has received payments from two of the business's who partnered with the Chamber in the ad.
- F. Nola motioned to approve Treasurer's Report, Linda seconded, all in favor.

IV. Visitor Center Planning

- A. Patti said the Visitor Info sign has been moved, however it's pointing in the wrong direction. She will work to fix it.
- B. Carrie said a few more magazines and brochures have made their way into the Visitor Center. The library is working on organizing what is for tourists and what is for locals.
 - a. The library has a bulletin board for events only. They may bring in something for people to bring in their business cards.
 - b. Carrie wants everyone to grab brochures from other locations and drop them off at the Visitor Center, as well as drop off Norwood's brochures wherever they can.

V. Regional Opportunities

- A. Carla Reams - Skillful West End - The Chamber wants to work with Carla more to help businesses in Norwood. Carrie would like to bring Carla in one day a week or month to be available for businesses.
- B. WEEDC - No updates
- C. Downtown Streets Workshop – No updates
- D. Opportunity Zone - No updates

VI. Marketing Report

- A. **Social Media:** Overall reach and engagement continue on a steady rise across all platforms. More people are sharing content with #norwoodcolorado and tagging the Chamber's social accounts in their posts.
- B. **Website:** Website traffic continues to grow steadily.
 - a. The website's biggest landing page is the Home page. Most of the traffic lands on the Home page when they come in to the site. Second is the Business Directory, and third for the month of June was the Recreation page.
 - b. When the Business Directory page users are combined with each of the landings on the individual directory categories as well as business listing pages, the number of users who visit the Business Directory as a whole makes up for nearly half of the users who visit the Chamber's website. The Chamber's members benefit greatly from this exposure.
 - c. A majority of the traffic coming in to the website beyond the Home page visits because of search results in which they find the monthly blogs. April's Mountain Bike blog was the most popular blog in June.
 - d. Of the users who come to the website via the Home page, most visit the business directory next. From there they explore other areas of the business directory.
- C. **New website content:** To help promote members further, Nola has added more information and content to the Visit Norwood page which showcases lodging, food and agriculture. This is also being reflected in relevant blog articles as well. Nola also added resource links to the Home page as well as the sidebar.
- D. **New web page:** Carrie would like to add a new page to the website, "Moving To Norwood."
 - a. Page should include information, resources and links to help people who are looking to relocate to Norwood. Page should also link to local food, agriculture, schools, investing, land use codes, dark sky, job board. For local food, have someone involved in the local food movement to write content because they know what's going on. Possibly link to John Metzger's wife's blog.
 - b. Patti said this page would help members of the community as a reference for people to when they receive phone calls or emails asking for info.
 - c. Everyone should help compile information for this page.
 - d. To help the monthly budget, Nola will substitute August's blog article with building this new web page.
- E. **Topics for blogs:** July's blog will be "A weekend on Wright's Mesa." No blog in August (sub for webpage). September's blog will focus on hunting. Terri will help Nola gather content and information about hunting.
- F. **Add to website calendar:** Sat. Oct. 5 Smoke Alarm Day - 100 smoke alarms. Sat. Aug. 24 Babysitter CPR certification class.
- G. **Website analytics session:** Carrie suggested a learning session for Chamber members in which Nola teaches members how to read and understand important analytics on their websites.

VII. Old Business

- A. **Membership Renewals:** Terri will send Nola an email when she gets a check or receives business information. Nola will then add them to the website and update the email list.
- B. **Business After Hours Meeting:** Next meeting is Mon. Sept 16. Budget for a smaller group of about 15. Target the Lone Cone first, the Library as a backup for September's meeting. Perhaps save the Library for the annual meeting in December. Reach out to businesses to see who would like to host the meeting?
- C. **Send out meeting minutes to the membership:** Nola will add the next Chamber meeting time and date to the end of the minutes and send the minutes to the membership through the Chamber's Gmail, as well as invite the members to the Chamber meetings.
- D. **Sharing community events:** The Chamber is happy to share community events, but needs time to add them to the events page on the website and share them on social media. The Chamber wants to help cross promote, but did not hear about them soon enough to share them.

VIII. New Business

- A. **Request by members to oppose potential Dollar General store:**
 - a. Concerns are that it will be the first thing people see when they come to town and that it will hurt other small businesses. Also that Dollar General won't give back to the community in the way other businesses do. They may offer grant programs that our community could benefit from.
 - b. Linda believes as the Norwood Chamber of Commerce, it's not our fight and not our place to take a position. The Chamber is here to support business. Both Terri and John agree with Linda. John also agrees this is not our fight and fully supports new business. Norwood is looking at sales tax, construction, jobs and additional revenue. The Chamber wants to remain neutral and we want to promote business and economic development in the region.
 - c. Linda moved that the Chamber respond to the two inquiries from Chamber members encouraging the Chamber's opposition to the Dollar General, and state that the Chamber will take a neutral stance on the issue because the goal of the Chamber is to promote business and economic development in the area. John Bockrath seconded. All in favor.
- B. **Brainstorming on how to market Chamber businesses better:**
 - a. Carrie asked if the Chamber should show its businesses how many users each of their directory listings received? It could be as simple as informing the membership that half of the Chamber's traffic visits the Business Directory. There is great value listed in the Business Directory.
 - b. Referring to Leila's email regarding the Hub, the local food movement and other businesses not being promoted, based off the newest brochure: Carrie asked, if businesses are not online, how does the Chamber demonstrate its effectiveness

if businesses aren't paying attention to what the Chamber is accomplishing through its website and social media?

- i. The biggest challenge is the Chamber can't create content if it doesn't have the information. Business should be encouraged to be active online and get their information out to the world through their websites and social media.
 - ii. Another challenge is the Chamber can't cover everything in one small brochure or ad and still give each item equal attention.
 - iii. Because the Chamber continues to showcase everything Norwood has to offer through its social media campaign, Linda believes the Chamber is doing everything it can. John Metzger agreed.
 - iv. Carrie mentioned that one solution would be in the next brochure or ad to switch out a section or incorporate the "growing local food scene."
 - v. Another solution would be to educate businesses on how the Chamber is helping to promote them. If businesses do not attend meetings, how can we educate them? Sending out the minutes each month could help.
 - vi. Carrie stated that the Chamber has invested primarily in digital marketing because it's the best way to reach the broadest audience. Digital marketing can reach anyone, anywhere, locals and visitors alike.
- c. Carrie asked if the Chamber could compensate Nola in order for her to send out a monthly report, newsletter style, with simple bullet points of website hits and business listing hits to help keep members updated? Linda does not believe it's worth it because most members won't read it and would like Nola to continue focusing on developing the website. If an individual member wants a report, the Chamber could set up a special program.

IX. Linda made the motion to adjourn, Terri seconded, all in favor. Adjourned at 2:12pm

Next Chamber Executive Board Meeting: Tuesday, August 13, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda