

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
August 13, 2019, Lone Cone Library**

I. Called to Order at 1:03pm

Present were: Carrie Andrew, Linda Avery, Nola Svoboda, Terri Lamers, John Bockrath, James Bates, Patti Grafmyer, John Metzger, Lucinda Carr, (Telluride Foundation/WEEDC: April Montgomery, Paula Brown, Sheamus Croke, Melody Lai)

II. Approve Minutes

James moved to approve the minutes from July, Terri seconded.

III. Treasurer's Report

No review of Treasure's report due to time constraint. Terri sent the Treasure's report for review prior to the meeting. Linda moved to approve the Treasurer's Report, James seconded, all in favor.

- The beginning balance for July 1, 2019 was \$1,935.18. Deposits of \$1,157.10 were made and disbursements of \$1,072.99, ending with a balance of \$2,019.29 on July 31, 2019.
- The Chamber has received \$3,596.81 in lodging tax through July 31, 2019.
- The Chamber has received \$1,500.00 in membership dues through July 31, 2019 of this year.

IV. Visitor Center Planning

No update on Visitor Center Planning due to time constraint.

V. Regional Opportunities

A. **Telluride Foundation Presentation** - Paula Brown and April Montgomery - Telluride Foundation and WEEDC went in together on an economic development grant of \$860,000 which was matched for a 1.6 million dollar project. The grant is for the West End including Norwood, Nucla, Naturita. Three major components to the grant, business and entrepreneurship, recreation and placemaking (marketing), ag and value added ag. The Foundation is creating a marketing action plan focused on multi-use trails and getting feedback from different user groups using trails, equestrian, motorized, non-motorized, includes winter and water sports. How they are marketing and what they are doing. Below are the questions being asked:

a. **What marketing are you currently doing?**

- i. The Chamber is focused on promoting Norwood's business and all the things Wright's Mesa has to offer through its website, social media and blog posts. The Chamber's greatest challenge is it has to create content because there isn't a lot of content online. What slows down the process of being able to market Norwood is having to create the content.

b. **Do you focus on particular trails or areas?**

- i. The Chamber has been focusing on everything on Wright's Mesa, seasonally driven. Including all forms of recreation. The Chamber is targeting locally as well as to tourists.
- c. Do you market inside the West End, outside or both?**
 - i. Digitally the Chamber markets to everyone. In print the Chamber has focused more on Telluride and the Western Slope through ads in Telluride Newspaper's Adventure and Telluride Style magazines. The Chamber also worked with Telluride Newspapers to have articles written about Norwood and the West End in those magazines.
- d. Mediums for marketing/platforms?**
 - i. Facebook, Instagram, Twitter, Website, Print, no paid ads on social or online yet.
- e. What are we trying to sell?**
 - i. Other responses have been wilderness experiences, rugged adventure, remoteness and unspoiled area, uncrowded (anti-Moab), trail based adventure travel.
 - ii. The Chamber's mission is to promote its businesses, getting people to come to town and purchase services and goods, targeting everything mentioned. The Chamber hasn't used the term rugged or remote because that term appeals to a very niche market and tends to scare away average people, especially families. Also, the Chamber doesn't want to emphasize the challenges for people to get to Norwood. The term remote creates challenges in getting to Norwood. Instead of saying remote, the Chamber wants to connect Norwood to something people have heard of or are familiar with. The Chamber doesn't focus on the term "rugged" because it isn't necessarily "family-friendly" and the trails we do have aren't all that rugged.
- f. Who are we trying to sell it to? Targeted demographics?**
 - i. Other answers have been, young adventurous people, weekend warriors with disposable income, retirees or 55+ with disposable income.
 - ii. The Chamber is trying to sell to all of the above, as well as family vacationers. Weekend warriors, including those who can afford to stay in hotels. Also connoisseurs of the night sky. Remote workers and those wanting to move to places like Norwood seeking a better quality of life.
 - iii. The Chamber is trying to appeal to mountain bikers, motorized, OHV, hunters, hikers, equestrian, runners, fishing, water and paddle sports, snowsports, audubon, etc...
- g. How and where to do we sell? Geographic region?**
 - i. Ideas on platforms by user. Focus on trails. Are there any differences between user groups and platforms?
 - ii. Front Range, Salt Lake City, Grand Junction, Telluride, Four Corners, Moab, Flagstaff. The Chamber is marketing to a radius suited for weekend travelers.

- h. **Platforms by user?**
 - i. Does one platform work better for marketing one type of adventure over another? The Chamber is learning that recreation and adventure is more successful on Instagram than on Facebook, while agriculture and heritage is more successful on Facebook than Instagram. Landscape and scenery perform equally across platforms. Newsworthy topics are gaining more likes on Twitter.
- i. **What type of content would you like to see more of?**
 - i. There needs to be more content online. The Chamber is working on a user-generated campaign to help grow online content and get people talking about Norwood by sharing their photos, videos and experiences. The Chamber would like to see more content online from outside entities as well as see better websites and more social media presence from different groups and business to help provide more information online.
- j. **Anything not to talk about?**
 - i. Remote and rugged.
 - ii. One key takeaway is that individual groups are grooming and maintaining trails and they're not being marketed at all. Connecting groups and organizations to cross promote is key.
- k. **Anything missing for people once people get here.** Lack of information, in person contact?
 - i. For the Chamber, information online is key, which is where the website comes into play. The Chamber is also working toward a banner across the highway, brochures, posters, etc. Developing more that catches people's eyes while traveling through town.
 - ii. Where do people go for information once they're in town? Local shops, the bike shop, ACE Hardware, Forest Service, Clark's, mobile apps, new Visitor Center in the Library, Shaemus mentioned he pays attention to wayfinding signs to get to trails. Many people go into local businesses for info when they go to any town. Norwood's biggest issue is that local businesses aren't always open when people come to town.
- l. **Concerns in regional marketing?**
 - i. When the Nucla-Naturita Chamber used to advertise, they would advertise their communities which didn't include Norwood. This created confusion for Norwood. Paula thinks both Chambers should work together and communicate with each other on marketing efforts. April would like to see more Norwood representation with WEEDC, especially from the Norwood Chamber. April would also like to see a Norwood Chamber member seat on the WEEDC board.
 - ii. When articles come out online, most still refer to the old term of the "West End" referring to the communities only in Montrose County, not including Norwood. The West End is a confusing brand, hard for outsiders as well as locals to understand. Norwood isn't entirely sure which "West End"

events they are part of. Should we get away from marketing the term “West End?”

- B. **West End Quarterly Meeting Update** – Update from Carrie coming later.
- C. **Downtown Streets Workshop** – Workshop was in April which wasn’t the greatest time to get started on projects. A banner across the highway was an idea for a project. Demian Brooks (Lone Cone) wants to put money behind relocating the banner pole. Move pole in front of Gand Ave Auto, ask US Bank if the pole could be moved to line up. The Chamber would still have to cover insurance. According to CDOT banners are allowed by law, 20 feet in height, can go up one month ahead to event, must come down three days after the event ends, must be made of a material that can withstand weather, and will need to include liability insurance.
 - a. The Chamber should be intentional with what banners we will put up. Start with annual events the Chamber knows is coming up.
 - b. Chamber would likely to hold the insurance. We will need to look at a policy.
 - c. Special event permits go Gretchen first, then the state, 30 days prior to the event.
 - d. Linda moved that we pursue permanent poles and a banner across main street, pending the associated cost of insurance. John seconded. All in favor.

VI. Marketing Report

No update on Marketing due to time constraint. Nola sent the marketing report for review.

VII. Old Business

- A. **Business After Hours Meeting:** September 16 possible location Lone Cone/Kristi’s Kitchen first. Thorneycroft as a backup.
- B. **Beautification Grants:** Possible remodel for Clark’s Market. Past donors were San Juan Sound and Vision and Backcountry Inn who each donate \$1000 each. Total Image has not yet used their grant to fix their sidewalk. If a business is not going to use the grant, perhaps the business should return the grant for another business to use? Should the Chamber make grants a reimbursement? \$2000 is a good amount for a grant. Does anyone know of any potential donors for grants? Should smaller businesses donate toward larger businesses? Maybe develop a needs based application. Possible Telluride Foundation grant. Advertise beautification grant to the community?

VIII. New Business

No update on New Business due to time constraint.

IX. Linda made the motion to adjourn, Carrie seconded, all in favor. Adjourned at 2:20pm

Next Chamber Executive Board Meeting: Tuesday, September 10, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda