

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
September 10, 2019, Lone Cone Library

I. Called to Order at 1:04pm

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

II. Approve Minutes

Linda moved to approve the minutes from August, Terri seconded, all in favor

III. Treasurer's Report

- The beginning balance for August 1, 2019 was \$2,019.29. Deposits of \$2,045.53 were made and disbursements of \$426.00, ending with a balance of \$3,638.82 on August 31, 2019.
- The Chamber has received \$2,045.45 in lodging tax for the second quarter.
- The Chamber has received \$5,642.24 in lodging tax through August 31, 2019.
- The Chamber has received \$1,600.00 in membership dues through August 31, 2019 of this year.

There was not a motion to approve the Treasurer's Report.

IV. Marketing Report

- Nola asked the board if the Chamber would like to do any print advertising with Telluride Newspapers this winter. Carrie thought having articles in the magazines was good exposure, the board is undecided on advertising. Ideas for articles would include cross country skiing/snowshoeing/nordic, snowmobiling, fat biking, ice fishing, (ice skating if the rink is open).
- The "Relocating to Norwood" page was launched at the end of August.
 - The "Housing" section will be added later. Topics to cover under "Housing" are rental and housing availability, average home price, types of properties, links to resource websites. Linda will help write content for the "housing" section. Other sections that will be added are "Transportation" and "Arts & Culture."
- The "History of Norwood" page is nearly complete. Nola would like to add more items history timeline. Nola requested everyone to review the page and make suggestions. The "History" page will continue to grow with the concept of "how the past has shaped the present."
- Nola took the information from the existing Pioneer Day flyer and created an official event poster. Nola will upload the design to VistaPrint. Carrie or Terri will place the order.
- Nola mentioned the Chamber's website saw nearly double the traffic in July due to web search referrals for the Rodeo. The event page on the Chamber's website became the biggest resource of information for people.
- For future marketing strategies, Nola would like to continue working in HubSpot and add a newsletter signup to the Chamber's website to encourage visitors to sign up for email

newsletters, as well as build the Chamber's email lists for future email marketing campaigns.

- Terri is helping with September's "Hunting" blog by tracking down hunters who are willing to provide information. Nola would like the direction of the blog to focus on why people come to Norwood to hunt. Terri said Zandon Bray would be willing to meet. Gretchen has hunters staying at Jam Ranch from Wisconsin/Michigan. She said they would be willing to share why they travel to Norwood hunt. Carrie mentioned Heather Priestley would be a good resource. Linda said Doug would be a another good perspective.

V. Regional Opportunities

- A. **West End - Quarterly Meeting Update** - Carrie, Patti and Candi attended the last WEEDC Meeting. WEEDC sent out a newsletter which Carrie will forward it to those who didn't receive it.
 - a. WEEDC is expanding the Visitor Center as an outdoor recreation business incubator. WEEDC is willing to partner and share Visitor Center ideas.
 - b. WEEDC doesn't have their bylaws ready for the Chamber yet. Their annual meeting is in January. Patti said all town government has a seat. Carrie thinks a Chamber board member should be on the WEEDC board for more representation.
- B. **Downtown Streets Workshop**
 - a. Community Builders is doing a workshop in Grand Junction November 6-8. When Terri and Carrie attended the last workshop in Durango it was very West End focused and not Norwood due to the urgency of the mine closing. Patti would like by in from the town board before she applies. Patti would like Nola to attend to represent the Chamber as well as Park and Rec. Carrie would like to see Leila or Melanie from the local food initiative and possibly others agencies.

VI. Old Business

- A. **Membership Renewal:**
 - a. The Chamber determined memberships are ongoing, not based on a calendar year.
 - b. Nola has been working in HubSpot to develop a working CRM for the Chamber to help keep member records organized. Nola created a membership expiring email template along with tasks and reminders to send a membership renewal reminder email the month prior to a business's membership renewal date. These emails can be scheduled in advance and automated through HubSpot. Nola also set up each member's directory listing on the website with an expiration date which will expire one year from the date a member joined. Once a listing expires, it will automatically disappear from the business directory until they renew their membership.
 - c. Linda would like to send a "membership is expiring" email to last year's members who aren't currently members to encourage them to renew.

- d. Nola will send the renewal reminder email to previous members and non members from last year. Nola will create a new member invitation email template and send that to the list of Norwood businesses who have never been members.
 - e. Linda would like all membership communication to go through one source. Nola agreed to handle membership communication with help from Linda when needed.
- B. **Business After Hours Meeting:** September 16, 5:30pm at Lone Cone Restaurant/Kristi's Kitchen. Plan for 15 people with a budget of \$200.
- C. **Banners Over Main Street:** Banners: Working on numbers and paperwork.
- a. Liability insurance: The Chamber needs fill out paperwork for officers and directors. The Chamber doesn't have numbers yet, however it is moving forward. Terri reviewed the rules for applicants who have been involved in litigation actions within the past five years. The question is do these actions apply to personal lives or as Chamber members. Carrie will check on the details.
 - b. Carrie will meet with Demian to discuss moving the banner forward.

VII. New Business

1. **Hiring an accountant:** Carrie asked the board about the possibility of hiring Jordan Spor to take over the Chamber's accounting. Terri would continue to oversee financials, deposits, etc, while Jordan would likely work to keep the Chamber's accounting organized. Terri estimates she spends two hours each month on accounting. Carrie is proposing the idea as an expense that the Chamber would need to budget for.
2. **Pioneer Day:**
 - a. Nola said she would be available to help, Terri could help in the morning. Patti will provide the trailer. Gretchen will be handling the Parade lineup. Patti has a generator if the Chamber needs it.
 - b. The traveling trophy (Best of Show) has gone missing with whoever had been a winner the past couple of years.
 - c. Carrie will work on the sound system, ask the town board if they would like to judge the parade, as well as order trophies.
3. **Noel Night:** The Chamber needs to start planning Noel Night during the October meeting.
4. **Annual Meeting:** The Chamber also needs to start planning December's annual meeting. The Chamber should look into capacity for the annual meeting with Noel Night and the possibility of moving the annual meeting or next Business After Hours to January.

IX. Terri made the motion to adjourn, Linda seconded, all in favor. Adjourned at 2:09pm

Next Chamber Executive Board Meeting: Tuesday, October 8, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda