

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
October 8, 2019, Lone Cone Library**

I. Called to Order at 1:03pm

Directors present were: Carrie Andrew, Linda Avery, Nola Svoboda, Terri Lamers and James Bates

Guest members included: Patti Grafmyer and Kelvin Verity

II. Approve Minutes

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

III. Treasurer's Report

- The beginning balance for September 1, 2019 was \$3638.82. Deposits of \$50.14 were made and disbursements of \$526.21 were made, ending with a balance of \$3162.75 on September 30, 2019.
- The Chamber has received \$8,250.00 in lodging tax through September 30, 2019. This is 1st and 2nd quarter payments only.
- The Chamber has received \$1,600.00 in membership dues through September 30, 2019 of this year.

There wasn't a motion to approve the Treasurer's report.

IV. Marketing Report

- September's hunting blog is live.
- The Chamber saw more website traffic and social media engagement went up for the month of September.
- A recap for the summer in terms of marketing is that when Norwood has events going on, the Chamber sees a lot more traffic, reach and engagement compared to months where there aren't any bigger events. This is because more people are looking for information on events and well as readily sharing events on social media.
- During the annual meeting in December, Nola would like to encourage members to be more active online through their websites and social media, and ask that members send the Chamber their events to get them online for the community to be able to easily find information.
- Nola introduced the concept of creating a private Facebook group, specifically for Chamber members. This group would function as another means for members to stay updated and informed on Chamber issues and events, as well as network and share ideas with the business community. Nola will send out invites to current members she is friends with on Facebook. She encourages all board members to invite other members as well.
- Nola also introduced the concept of a public Facebook group for our Dark Sky community. This group is designed to help promote Norwood's dark skies through the sharing of photos, videos, blogs, tips and tricks, topics, events, resources and

educational material in reference to Norwood's dark skies. Nola encourages everyone to add and invite anyone they know who may be interested in the stars to join the group.

- There are businesses/services that need to be added to the Relocation page, including trash services, utilities (gas/electric), moving, etc... How can the Chamber get these businesses to join? Perhaps a story about why businesses should join the Chamber, or do a blog post? Someone will need to compile a list of these services for Nola to add to their appropriate sections on the page. Carrie would like to the board to call on the list of all the businesses who have town licenses and encourage them to join.

V. Regional Opportunities

- A. **West End - Quarterly Meeting Update** - Carrie attended the last WEEDC meeting along with Candy. WEEDC has some specific agriculture educational events coming up. WEEDC has also started Coffee With the Community monthly meetings. Carrie and Nola attended the Oct. 8 meeting.
 - a. Linda's concerned that we've been giving WEEDC our time and is wondering if this is a tight relationship we'd like to make. Carrie wants to see the Chamber maintain a close relationship. Linda would like to see one of WEEDC's members join our board, Carrie suggested getting them to come periodically to the Chamber's meetings.

VI. Old Business

- A. **By-law review-update:** John Bockrath has resigned from the board. John was handling the bylaws review. Carrie doesn't remember where the board left off. Nola mentioned an update to board requirements and duties. Bylaw changes cannot be approved during an executive meeting, only during the annual membership meeting. Linda will make updates and Nola will send the bylaws to the membership for review before the annual meeting.
- B. **September Quarterly meeting-feedback:** Turn out was good, food was good. Linda says it's growing each time and we should continue to have quarterly meetings.
- C. **Insurance paperwork:**
 - a. Carrie would like to have the cost of insurance before working on the budget for next year. Will need to add general liability to the insurance if the Chamber is going to do banners across Main Street.
- D. **Pioneer Day feedback:**
 - a. There was a glitch with music in the beginning. The Study Club takes care of the band playing before the coronation of royalty and parade, the Chamber doesn't need to provide music during the parade.
 - b. Carrie would like to see a list of what the Study Club takes care of to include it into the Chamber's public record of minutes.
 - c. The bleachers didn't make it to the parade. This was not a Chamber responsibility, it is on The Study Club and there was a liability issue.
 - d. Carrie did not know and had to ask Annie when to get the king and queen off the stagecoach. It's done as they come back for the second route so they can see the rest of the parade.

- e. The Chamber and The Study Club should plan on working together and the Chamber could potentially take on more responsibility for the event, including the official flyer/poster.
 - f. Patti expressed concern that the American flags didn't make it out on to Grand Ave. for the Rodeo and Pioneer Day. It is a task that people want and expect but nobody knows who does it. Carrie mentioned John and the Explorer program took over getting the flags up for holidays and special occasions. Carrie said that because she is a non-American, she is not familiar with American flag etiquette. Linda asked who is in charge of communication for Pioneer Day. Carrie mentioned there are other times in which the flags need to be put up in addition. James said he can probably find someone to help get flags up. Carrie will talk with John Bockrath to find out if the explorers are still active and John Dotson and Rick Williams to see who else may be able to get the flags up. Veterans Day is the next event the flags will need to go up.
 - g. Linda would like there to be one managing entity to handle the master task list for all events and that all the different entities need to start communicating and working together to make all the pieces and parts of each event work. If the Chamber could take that responsibility back, there are a lot of details and work to manage.
 - h. It was agreed that it was fun to have the Park and Rec Chili Cook Off at the end of the day.
- E. **Banners Over Main Street:** Demian has talked to the bank about moving the pole. Patti said we can't dig again on town property till April, however, Patti said there are no time constraints to dig on private property. The responsibility is on the event holder to create the banner and the Chamber would hold the insurance.
- F. **Welcome Signs:** James is going to get a quote soon. He also thinks the signs are not in the best position due to the fact that tall grass blocks their view.

VII. New Business

1. Carrie took the lead for the Chamber to partner with the town and the library to run a congratulatory ad for the school in the Post. The purpose of the ad was to support the school as an integral role in the success and the economic impact of the community. The Chamber's expense was \$90 for third of the cost of the ad. Carrie also decided the Chamber would partner with the town and the library to cover the cost for a congratulatory banner as well. Patti will have Gretchen email the cost of the banner to Carrie.
2. The library is working with the Special Districts Association to bring in a training for anyone on boards or who wants to be on a board for a special district that handle public funds and collects taxes, specifically focusing on boards including the town, Rec District, Fire District, Library District, School Board, etc... Patti said the town would be happy to help host. The library is trying to schedule the training for November.
3. **Noel Night:** December 6th, 2019
 - a. Should there be a brainstorming session of a Noel Night committee formed?

- b. Noel Night is generally the Friday after Telluride's Noel Night. Start getting Noel Night out to encourage others to get involved. Business decoration contest? Create event on website and share with businesses. Need to work around the timing of the Cantada so the parade and the Cantada don't start at the same time. Need to wait till the last bus from Telluride comes in. Time will be 6-6:15pm
 - c. Mr. and Mrs. Claus will be the Dave and Katie Alexander. The Chamber reimburses the Alexanders for gifts they give out.
 - d. In the past, cheerleaders handed out candy. There are no cheerleaders this year. The Chamber purchases the candy.
 - e. UMC usually does hot chocolate in Pocket Park.
 - f. James will block off Pocket Park in the morning so people don't park there. The town usually puts the cones up.
 - g. Should the Chamber do a lighting contest this year? Last year's gift certificates have yet to be handed out. Lighting contest could be a kickoff to Noel Night. Nola would like to see more holiday lights throughout the month of December. Carrie thinks the judging day could be December 10th.
 - h. Nola will get the event up on the website asap. There will be a business decoration contest for Noel Night. There is just a Best In Show trophy.
 - i. Carrie will do a write up of the Noel Night task list including the judges and lining up the parade to take it off Gretchen's plate.
4. **Annual Meeting:** Combine monthly executive meeting with the Annual Meeting. The Annual meeting will be held at the library on Friday, December 13, from 5:30 to 8pm. Apps at 5:30, dinner at 6:30. No alcohol permit needed as it will be a private event and there is a donation jar. The event cannot be advertised. Carrie will ask Thorneycroft or the Food Hub to cater. Plan for 30 people. The board should convene at 5pm to set up.

IX. James made the motion to adjourn, Nola seconded, all in favor. Adjourned at 2:35 pm

Next Chamber Executive Board Meeting: Tuesday, November 12, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda