

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

I. Called to Order at 6:00pm

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

II. Approve Minutes

Linda moved to approve the minutes from November, Carrie seconded, all in favor

III. Treasurer's Report

- The beginning balance for November 1, 2019 was \$2,275.91. Deposits of \$50.09 were made and disbursements of \$400.00 were made, ending with a balance of \$1,976.00 on November 30, 2019.
- The Chamber has received \$3,499.61 for the 1st and 2nd quarters only.
- The Chamber has received \$1,800.00 in membership dues through November 30, 2019 of this year.

Linda motioned to approve November's Treasurer's Report, Carrie seconded, all in favor.

A. 2020 Budget

1. Terri and Carrie presented the budget for 2020.
2. First quarter of 2019 \$2561.00 which included prior adjustments. The amount actually collected was \$552.00
3. The Chamber collected \$1,850.00 in membership dues in 2019. The goal for membership dues in 2020 is \$2,000.00.
4. There was a carry over of \$2,050.00 from 2019.
5. The estimated lodging tax for 2020 is \$8,500.00.
6. Individual budget items for 2020 are as follows:
 - Advertising and Promotion (outside of digital marketing): \$1,100.
 - Decrease Beautification from \$2,100 to \$1,650.
 - Insurance: \$350.00.
 - Decrease Member Events from \$1,200 to \$1,600.
 - Noel Night: \$1,000
 - Increase office supplies from \$216 to \$250.
 - Decrease Payroll expenses from \$1,200 to \$600.
 - Pioneer Day: \$500
 - Fair and Rodeo: \$400
 - Visitor Center: \$500 (for brochure stocking)
 - Increase website and digital marketing budget from \$4,500 to \$5,000.
7. The total budget for 2020 is \$12,550.00 which will be approved by the members during the Annual Meeting.
8. Linda moved that we accept the 2020 budget as presented, Nola seconded, all in favor.

IV. Marketing Report

- Nola noted that website and social performance for the month of November was as to be expected with events and recreation winding down. There were less website users overall because of less visits to the event calendar. However, there were more page visits to the business directory, hunting blog and Dark Sky pages. Social media performed better in November than in October due to more popular content. Nola will preset the yearly marketing report during the Annual Meeting.

V. Regional Opportunities

1. **WEEDC: Meeting Thursday at 6pm** - No update on WEEDC, tabled till the next meeting.
2. Craft Studio has been tabled till the next meeting.

VI. Old Business

1. **Noel Night:**
 - a. Carrie created a task list and would like to start a committee to take over planning Noel Night, Pioneer Day and someone to delegate the Quarterly Membership Meetings.
 - b. Terri suggests having a sign up sheet at the Annual Meeting for people wanting to be on the committee.
 - c. Linda questions why The Divide chooses not to be a member after a quarterly membership meeting and Santa was moved to their location for Noel Night.
2. **December Annual Meeting**
 - a. Linda would like to nominate John Metzger. Carrie would like to nominate Bernice White. Those coming to the meeting may express their interest in being nominated.
 - b. Carrie would like to create an idea board that makes up the mission of the Chamber, and allow the members to write down topics they would like the Chamber to focus on, including Market, Educate, Advocate and Partner.
 - c. Chamber board will meet at the Library at 5:00 p.m. to set up tables and chairs. Linda is bringing cutlery, James is bringing plates and cups.
 - d. The topics to be presented will go as follows:
 - Bylaw review and vote on changes to the bylaws including the name change and address resignation or removal of board members.
 - Nomination and vote for new members to fill the two open seats.
 - Present the 2020 budget.
 - Review 2019's goals.
 - Marketing presentation.

VII. New Business

1. **Lodging Tax Board Meeting:** Dec. 12 at 12:30pm at Wilkinson Public Library in Telluride. Carrie will attend and invited other board members to attend. Carrie invited Nola to present an update on the Chamber's marketing if she is able to attend.
 - a. 2020 Goals: Nola will send Carrie the Chamber's marketing goals for 2019 to present during the meeting.
2. **Member Communication:** Nola will continue to send out membership and quarterly meeting emails, Linda will handle one-off member communication emails including announcements and reminders. Linda will continue to handle organizing the Quarterly meetings.
3. **January Meeting:** Carrie will not be present during the January meeting. The Chamber will continue to have the January meeting and update Carrie upon her return..
4. **Banner Fundraiser:** Demian Brooks will be holding a fundraiser for the banner poles some time in January.
5. **Event Task Lists:** Carrie would like to pass off tasks for events and get back to focusing on tasks the Chamber should be doing, including marketing and advertising.
 - a. Terri is working on a task list for Pioneer Day. Carrie doesn't believe the flags are the Chamber's job and would like to find a group to pass the task off to. James has been talking to the school about service groups for students who need volunteer hours.

IX. Linda motion to adjourn, Terri seconded, all were in favor. Adjourned at 2:18 pm

Next Chamber Executive Board Meeting: Tuesday, January 14th, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda