

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
February 18, 2020, Lone Cone Library**

I. Called to Order at 9:05 a.m.

Board members present were: Carrie Andrew, Linda Avery, Terri Lamers, Nola Svoboda, John Metzger

Guest members present were: Melissa and Scott Romaine

II. Approve Minutes

No motion to approve the minutes from January were made. Minutes will need to be approved during the March meeting.

III. Treasurer's Report

Treasurer's report is postponed to March's meeting.

IV. Marketing Report

Marketing update is postponed to March's meeting.

V. Regional Opportunities

WEEDC: No update on WEEDC.

VI. New Business

1. Public Comment: Scott and Melissa Romaine

- a. Scott brought up a comment that was made to him by a board member in December. Scott was told it was a conflict of interest to use his space for Noel Night because he is not a chamber member.
- b. Scott expressed that they work and dedicates his time and money to our community and his concern of feeling of separation, nonexclusivity and feeling left out. Scott made the suggestion of inclusivity.
- c. Linda reiterated that the chamber is not an exclusive club, rather that its mission is to promote the interest of its members and that when the chamber holds events, they need to be held at a member establishment. There is no mentality of exclusion, rather that the chamber is promoting its membership.
- d. Scott believes that everyone who provides a revenue to our community could be included by default.
- e. Linda asked what Scott's reservations are against becoming a member. He doesn't want to pay to be a part of something he feels he should be a part of already. He compared Norwood's Noel Night to Nucla-Naturita's event and how the NNACC included everyone.
- f. Carrie reiterated that the chamber is funded by lodging tax and membership dues and our funding goes to marketing. Carrie asked, how

do we provide something for businesses that aren't members, while promoting its members more.

- g. Terri wanted to add that she went to the NNACC annual meeting and felt a large sense of community and inclusion. She feels like there is a lot of the community and our businesses that the chamber is not being supported by and there is obviously a reason, and part of our role as board members to find out why businesses don't want to become members.
- h. Carrie spoke about how the chamber is working to find solutions to encourage businesses to become more involved in the chamber. The purpose of this meeting is to focus on what the chamber can do well, and should we no longer spend time on.
- i. Scott had the idea of closing down Lucerne and have a community food event (farm to table).
- j. Carrie believes in having some validity and possibly including all the businesses on the website (those not members would be included in a list)
- k. John would like to see chamber stickers on storefronts to help encourage others to want to be members.
- l. Should the chamber have different tiers or levels of memberships?
- m. Nola believes it might be behoove the chamber to help the community understand the purpose of the chamber by educating the public on what chambers do. Nola mentioned that during the Lodging Tax Board meeting in December, the board would like to see the chamber raise it's membership dues and create different membership tiers. They mentioned \$100 and \$50 tiers.
- n. Linda would like to raise dues. Terri is hesitant to raise dues until the chamber has a strategic plan and that we should focus on is building relationships and improving ourselves in ways that will get businesses to want to be on board.
- o. Carrie said that our success from last year was that the chamber bumped up its marketing and digital presence exponentially. However, we weren't able to build relationships with businesses we intended to. The chamber tried to get more community involved with its quarterly meetings and events.

2. Create a survey to send out to the community:

- a. The survey could help decide what to do about quarterly business meetings.
- b. Linda will ask Gretchen for an updated list of town businesses and draft an email and pass it around to the board.
- c. Carrie will draft the survey and pass around to the rest of the board.
- d. Send out to the community to have results before the next meeting.

3. Event Organization

- a. James Bates has resigned from the board. James held the responsibility of organizing event volunteers (fire department, explorers)
- b. John Metzger offered to step in and take over James's tasks for Noel Night.
- c. Nola would like to see the chamber help encourage event organizers to get on the ball to start organizing events at least six months in advance so there is more time to market and promote.

4. West End Sledders - Poker Run

- a. The chamber will help by marketing the event and donating gift cards.
- b. Terri said WES would like help with their grant.

5. Ride The Rockies

- a. There is a RTR committee meeting tomorrow, Feb. 19 and 1 p.m.
- b. Linda has heard from Ridgway that we should not get involved. They have made plans and nobody came out.
- c. John would like to know more about the Telluride/Mountain Village detour.
- d. John said when the time is right, he will "pitch" the story to media outlets.
- e. Linda believes our goal should be to bring Ride The Rockies back, and marketing Norwood as a place people want to come back to.

6. Volunteer Celebration Event

- a. The chamber's biggest accomplishment: digital presence.
- b. Goal: new strategic future plan/study.

VII. 2020 Strategic Planning Session

1. Existing Chamber Sponsored Events

a. Pioneer Day: Saturday, Sept. 26, 2020

- i. Provide judges, trophies and sound system for the parade. The chamber tries to do a poster and promote the event.
- ii. Terri will organize working with the Study Club, forming a committee if needed.

b. Noel Night: Friday, Dec. 4, 2020

- i. Carrie would like to step down from organizing Noel Night.
- ii. Possible committee could consist of Bernice White and Katie Alexander.
- iii. Terri and Carrie would like to organize a committee sit down to discuss someone else taking over as committee chair.
- iv. Terri will talk to Bernice about being the head of the Noel Night committee.
- v. John Metzger offered to step in and take over James's tasks for Noel Night.

c. Rodeo: July 24 & 25, 2020

- i. In the past, the chamber's involvement has been donating for radio ad space.
- ii. Linda believes the chamber's involvement would be in marketing the event.
- iii. Carrie is planning on attending the Rodeo meeting on the 5th to see what role the chamber can have with the event.
- iv. Nola would like to create an individual page on the chamber's website using information created from last year's website event, instead of the Rodeo's website being on the county's website which has very little information.
- v. Nola mentioned the rodeo has a banner that they hang in Telluride, perhaps they could hang it in Norwood.

2. Upcoming Board Elections

- a. Linda would like to see the chamber hold a summer election event. Nola mentioned that election rules may be in the chamber's bylaws.

3. Main Street Flags

- a. Flags should be out for all the flag related holidays.
- b. Hand over to the explorer program and the chamber is no longer responsible.
- c. John is willing to help organize with Mark, the Fire Department and the Explorers.

4. Banners Across Main Street

- a. Nola said Demian wants to have the poles up in time for Ride The Rockies.
- b. Linda likes the idea of having a generic "Welcome To Norwood" banner.
- c. Carrie said the chamber has to coordinate who will put the banners up.
- d. Carrie believes the organizations putting on the events to pay for the banners.

5. Member/Community Involvement

- a. John will get in touch with Alex Shelley from SMPA to get on the board or be more involved in the chamber.
- b. Include all businesses on the website with their name and phone number.
- c. Quarterly Business After-Hours events: Should the chamber make changes? Carrie suggested putting out a survey to find what the community would like to see and what would help get more involvement.
- d. Nola would like to see the chamber not limit the events to members only. Not just invite the members, but invite the public as well. Possibly charge a small amount which includes food and beverages. The event could be added to the website.

6. John's Bigger Picture "Rural Renaissance"

- a. Norwood is coming up in the world.
- b. He would like to see organizations like SMPA get more on board with helping promote and grow the community.
- c. Fire Department Recruitment Program: Becoming a strategic regional fire fighting center. If anybody knows anyone who would be a good candidate, have them reach out to the fire department.

7. Community Builders Workshop Update

- a. Carrie updated the board that the goal that came out of the workshop is the idea of how Norwood can grow together and make smart plans into the future.
- b. Those involved will be putting together a primary planning group and bringing in a planning consultant, community group of leaders that meets monthly, as well as another group that identifies stakeholders, groups, information.

VIII. Old Business

No old business was discussed.

IX. Adjourned at 10:40 am

Next Chamber Executive Board Meeting: Tuesday, March 10th, 2020 at 1:00 p.m. (noon if it works better for Gretchen) at the Lone Cone Library.

Submitted by Nola Svoboda