

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**January 17, 2020, Lone Cone Library**

**I. Called to Order at 6:00pm**

Board members present were: Linda Avery, Terri Lamers, Nola Svoboda, Gretchen Wells, John Metzger

Guest members present were: Kelvin Verity

**II. Approve Minutes**

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

**III. Treasurer's Report**

- The beginning balance for December 2, 2019 was \$2,326.00. Deposits of \$3,459.27 were made and disbursements of \$2,565.65 were made, ending with a balance of \$3,219.62 on December 31, 2020

No motion to approve the Treasurer's Report from December was made. The Treasurer's Report will need to be approved during the February meeting.

**IV. Marketing Report**

- Marketing update postponed to February's 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. New Business**

**1. West End Sledders Poker Run**

- a. Terri presented details about the Poker Run on February 29, 2020. Last year there were 85 riders.
- b. Final card drawn will be at the Library. Terri said the Backcountry Inn is offering room specials. She would like to see Kristi's or the Divide to do drink specials.
- c. Linda suggested doing more to keep sledders in town, including a band and The Livery.
- d. They would like to get a letter from the Chamber for a grant to say what they bring to the town. Terri thinks we should wait for Carrie to get back.
- e. Linda would like to know how we can keep them to stick around for the weekend. Should we get a band and book The Livery? Are any other businesses having any events? Terri said the event wraps up with chili and drinks at the library.
- f. Linda asked if there is a point person we can work with to organize. Terri said she would touch base with them to get their thoughts.

- g. Kelvin Verity said The Livery is available that weekend and the Chamber would need a liquor license. Gretchen said they could do a temporary permit. Kelvin said they should go through the Park and Rec website to book an event and will hold the date depending on which night. The group looking to make a profit should book the event and the liquor license.
- h. West End Sledders or Park and Rec should sponsor the event for fundraiser purposes.
- i. Split up the old Noel Night gift cards for door prizes

## **2. HGTV Hometown Makeover Update**

- a. Nola said if she has time, she will submit an application to HGTV's Home Town Makeover show.
- b. Nola found out WEEDC wanted to do it as well, but submit the region as a whole. Nola suggested to WEEDC that they enter each town in the West End.
- c. The deadline is February 7. Nola suggested anyone interested should submit. Maybe with more entries there will be more chances to win.

## **3. Ride The Rockies**

- a. Gretchen is Norwood's official community coordinator and everything needs to go through her.
- b. December 5th RTR met with Gretchen, Patti and the Marshal, but had to keep quiet. January 7, Gretchen and Patti received an email that said they were going to announce on the 10th.
- c. Gretchen believes that because there is a lack of lodging, they created an option for riders to stay in Telluride and Mountain Village. RTR expected 600-800 riders to come to Norwood with this option. Linda reported Norwood was completely sold out and Telluride was 98% sold out likely due to Bluegrass.
- d. Gretchen hasn't gotten confirmation on camping, glamping, indoor camping and yurts.
- e. Gretchen believes the Chamber's biggest role is to get people to come to Norwood and promote Norwood as a venue.
- f. Dinner from 6-8pm, but they do not provide dinner. Lunch will be from 1-3pm for approximately 200 riders. RTR will provide coffee and breakfast. RTR will have DJ and everything at the Pig Palace. Norwood's restaurants will be providing food for dinner. Entertainment and food coincide from 6-9 pm.
- g. There will be a shuttle from Telluride to Norwood and back for riders who are not staying in Norwood.
- h. The Chamber needs to put together a list of "Must Do Attractions" for RTR to advertise as well as for the Chamber website. This includes events and attractions.
- i. Nola asked if Park and Rec should bring an event to The Livery during RTR for families and support groups. Linda mentioned Rowdy may be doing story telling. Dark Sky might put out telescopes. Gretchen thinks it would be fun to have an

event at The Livery. Everything will be centered at the Pig Palace. Kelvin's concern is that everyone will be at the Pig Palace and no one would go to The Livery. Linda thinks we should do a dance/band or a movie at The Livery for the non-riders after dinner ends at the Pig Palace.

- j. Gretchen believes Norwood can create a great experience, even better than Telluride and Mountain Village. Gretchen promoted farm to table, which RTR loved. Norwood's restaurants will be providing dinner so they will need to be prepared and staff up. The Chamber should encourage the restaurants to be open with a limited menu.
- k. Promote Norwood Hill as a main event, "don't be a sissy." The Rodeo should put on a demonstration, barrel racing etc... The Chamber should promote the flavor of area, traditional ranching town, wide open spaces, dark skies.
- l. Is there a facebook group or a forum for riders for the Chamber to promote in?
- m. John Metzger will prepare a press release with statements from the Chamber. He will put it out on the wire after February 1.
- n. Gretchen would like to have people on Norwood Hill with cowbells to celebrate the riders. Possibly paint the road.
- o. Nola would like to collect photos of people riding Norwood Hill for content and promotional purposes.
- p. Nola reported that Demian Brooks is covering the cost of moving the banner pole and that he would like to have it moved by RTR. Nola suggested we should do a generic "Welcome to Norwood" style banner for the event.
- q. The biggest hold up for Norwood being able to plan is the numbers. Gretchen would like to hold off on planning until we know the numbers.

#### **4. Changing the date of the February meeting**

- a. Nola mentioned she, Carrie and Gretchen will not be able to attend the next meeting because they will be in Grand Junction for a Community Builders workshop Feb.10-12.
- b. Linda would like to have a longer strategic planning session. Linda will create the agenda.

#### **5. 2020 Strategic Planning Session**

- a. Linda asked everyone to email ideas for topics they would like to email.Park and
- b. Nola would like to discuss Park and Rec Summer Concert Series/Chamber partnership.
- c. Kelvin would like the Chamber to start an educational buy local campaign, to support local business instead of spending in Montrose/Grand Junction.
- d. Nola asked if the Chamber should stance on marijuana retail. Is the Chamber in support or against or maintaining a neutral stance? She mentioned there will likely be someone who is going to ask the Chamber to take a stance as with what happened with the Dollar General. Linda would like the Chamber to not take a stance because it's a political nature.

**VII. Adjourned at 2:08 pm**

**Next Chamber Executive Board Meeting:** (Tentatively) Tuesday, February 18th, 2020 at 9:00 a.m. at the Lone Cone Library

Submitted by Nola Svoboda