

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
June 9, 2020, Zoom

I. Called to Order at 12:06 p.m.

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

Guest Members present were: Kris Holstrom

II. Approve Minutes

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

III. Treasurer's Report

- A. Carrie presented the revised budget. Linda moved to approve the revised budget, Bernice seconded, all in favor.
- B. The beginning balance for May 1, 2020 was \$3,818.53. Deposits of \$50.15 and disbursements of \$350.00 were made, ending with a balance of \$3,518.68 on May 31, 2020.
- C. Linda wondered why lodging tax was up in the first quarter. Linda thinks it was because Norwood saw more visitors, Terri thinks it's possibly due to marketing.
- D. Carrie asked Terri the status of setting up PayPal or Square on the website. John said SMPA would like to get on auto payment. John said he thinks we should set all members up on autopay so avoid drops in membership. He said people could always opt out later if they don't want to remain members. Nola said we don't have to wait for Paypal to be set up on the website, folks can pay using a Paypal link. Terri said she can send invoices directly from Square and PayPal. Nola asked if we could set up Venmo as well to make paying more accessible. Terri will look into everything.

Linda moved to approve the Treasurer's Report from April and May, John seconded.

V. Regional Opportunities

- A. Carrie has been attending county wide and local economic recovery group meetings.
- B. Wright's Mesa Economic group will be shifting back to SPARC (Sustained, Planned, Authentic, Realistic, Conversations) and working with WEEDC to collect data.
 - a. Telluride Tourism Board credit card transactions for Norwood: Colorado highest, Moab/Utah, Texas, Arizona, California, and New Mexico. This corresponds with our website visitor traffic data.
 - b. Hoping to take this new data and use it for marketing.
 - c. Would like to revisit the local first campaign.
 - d. Carrie summed up the areas SPARC decided to focus on while in Grand Junction, those being; Infrastructure (drainage, sewer water, town needs), Housing (land use code revisions), Placemaking and Downtown Beautification, Health Care, Regional Transportation and Create a Cohesive Community.

- e. March 6 group meeting: 18 people attended. Vision is to create a common language and approach as leaders and engage the community, leaders become intentional in their outreach, leaders meet regularly to exchange findings, and collaborate and share resources. The group talked about different tools and studies they could use to share information and resources.
- f. Because of COVID and the ERC meetings, more people are wanting to be involved in economic recovery and growth so businesses can be supported and we can continue to market our area and bring visitors in. Carrie thinks there is a greater moment to work together on this, as well as to look at the data and be intentional. Carrie has been working closely with the mayor, the county commissioner, the town board and WEEDC trying to get a plan of attack. This would be a chamber/town partnership along with any other entity that would like to join.
- g. Most meetings will be public so everything remains transparent.

IV. Marketing Report

1. Digital Marketing Strategy:

- a. Nola needs more direction for blog topics: Linda said we could recycle blog topics. Other ideas were; Local Food (where to get fresh, organic), Horseback riding (talk about all the riding trails, the push for summer beautification (who and why). Linda said everyone on the board should try to get Nola more ideas for blogs.
- b. The website updates are taking more time than Nola's monthly maintenance time allows. She is working on this as her allotted time allows.

VIII. Old Business

1. Local First:

- a. Carrie said she had some good feedback from the first email she sent out. There was feedback that people have tried to help the farmer's market with little success.
- b. Kris said there have been attempts in the past to group the farmer's market with Telluride and the CSU Extension, which included a fair amount of funding for marketing. The offer from the SW Institute for Resilience to help is out there.
- c. Carrie mentioned the library switched to a new software to book all of their rooms. Other groups around town may be able to book using the same calendar and all events could be lumped into one location which would then turn into a community calendar.
- d. Theme should be "local first" vs. "buy local."
- e. The board continued the discussion on local/organic products. Benefits and issues with both the Fresh Food HUB and Clarks. Acces, variety and hours are the biggest issues when it comes to the community being able to shop locally and eat local/organic.

- f. Carrie asked the board how we should go about organizing...Want to get the committee back together. Kris mentioned Eco Action Partners and a poster they made that she will share. Nola suggested starting digitally with the slogan, hashtag and messaging online and in the press.
- g. Possible Tagline for local first: "Norwoodism - keep it local, shop local, play local." Carrie asked the board their opinion. Linda said it's not very appealing and feels very exclusive. Linda suggested "Norwood Chamber of Commerce, Buy Local." Carrie mentioned that Melanie Eggers has said that the term "Local First" resonates more with people than "Buy Local." Carrie likes the idea of "Live Local" better. The board all agreed that they liked the idea of "Live Local." Linda moved to adopt the slogan "Live Local," John seconded, all were in favor.
- h. Carrie asked how we as a group create a local first campaign. She asked Nola if this is something she would like to take on, or bring the committee together to see how it spins off. Nola said in terms of marketing, we would need to get all the key players on board first. She said that isn't something she knows how to organize and it's not something she can take on herself. Kris offered up that she can share some resources. She agreed with Nola that unless there is someone willing to spearhead a campaign, a slogan may be the best bet to begin marketing.
- i. Carrie said a slogan could easily morph into a logo, then it could be marketed by stickers. Nola said that if we have a slogan, that's easy to start on the website and on social media, including hashtags. She believes people will catch on over time if the chamber keeps reiterating it. Nola said the chamber should see if their budget allows for designing a logo, posters, etc... Carrie asked Nola if she was willing to do the design or if the chamber should find someone else. Nola said she would be able to do it, the chamber would need to decide what they want included.
- j. Carrie said the West End Branding brand book is almost complete. The new West End slogan is, "Choose Your Wild." With a focus on choosing your own adventure and they are including Norwood more.
- k. John talked about his Rural Renaissance idea. The idea that towns like Norwood have come up over the past few years because of technology. Now folks can live the rural lifestyle while working remotely, or investing in manufacturing and internet based businesses in rural locations. Norwood is a perfect example of this new lifestyle and the push to leave the bigger cities..
- l. Kris thought the chamber should write an article about the idea of what happens when money leaks out of a community.
- m. Carrie mentioned to the board that they should email Kris if they have thoughts about housing and development.
- n. Going forward, Carrie asked Nola and John to start moving forward with a logo or imagery. John mentioned possibly a news release or an article about how we came up with the idea. Nola said we need to determine exactly what we want to do in terms of logos/posters/advertisements. She can design them, but it isn't

something she is going to volunteer to do. Terri will look at the budget to determine how much the chamber can budget toward the design. John mentioned it costs about \$400 to put news releases on the wire in Colorado. He did pay for the last news release himself. He is happy to write them, however he would like the chamber to budget for those in the future.

2. **Beautification:** The chamber has had a request again to beautify the triangle coming into the west end of town. The chamber has a raw water tap for that piece of land, Carrie would like the chamber to revisit this for next summer. Nola asked if Gretchen had talked to CDOT about their future plans for remodeling that corner (roundabout, etc...) and if town is planning to work with them on redesigning it. Gretchen confirmed that there is not enough room for a roundabout.
3. **Surveys:** Bonnie Watson and the rapid needs assessment. Take it or share it, trying to get feedback

VI. New Business:

1. James Bates revamped the welcome signs and added the dark sky designation signs.
2. Star Spangled Saturday has been cancelled, the Rodeo has likely been canceled.
3. Linda told the board that it was mentioned to her from someone who visited from Telluride, that Norwood needs more trails. She said it's enough to come in for the day but not the weekend. She then mentioned friends from Grand Junction said Norwood can be a weekend trip when you ride Burn Canyon one day and Thunder Trails the next.
4. Kris Holstrom: For events, the county is going to be closely aligned with the state. The county hasn't gotten any info for Star Spangled Saturday or Rodeo. There could be a possible push for regional variance for gatherings getting larger.
5. The town is possibly working to extend liquor licenses onto sidewalks and Lucerne. Carrie said this is because Telluride is doing more to expand their outdoor seating.

IX. Nola moved to adjourn, John seconded. All in favor.

Adjourned at 1:26 p.m.

Next Chamber Executive Board Meeting: Tuesday, July 14th, 2020 at 12:00 p.m. Zoom.

Submitted by Nola Svoboda