

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**March 10, 2020, Lone Cone Library**

**I. Called to Order at 12:00 p.m.**

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

Guest members present were: Bernice White

**II. Approve Minutes**

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

**III. Treasurer's Report**

The beginning balance for January 1, 2020 was \$3,219.62. Deposits of \$301.65 were made and disbursements of \$397.04 were made, ending with a balance of \$3,124.23 on January 31, 2020

The beginning balance for February 1, 2020 was \$3,124.23. Deposits of \$250.11 were made and disbursements of \$800.90 were made, ending with a balance of \$2,573.44 on February 29, 2020

- Carrie mentioned the Forest Service will no longer allow writing a check for membership. John said SMPA would like to be on auto renew. Nola said Maggie's Pizza would also like to auto renew. The board agreed the chamber should to set up a PayPal account and connect it to the website for current to renew and new members to pay their dues.
- Terri made the motion to recognize honorary membership for the Forest Service until auto pay is set up. Gretchen seconded.
- John said the chamber should wave any additional fees this year for those wanting to auto pay.

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

**IV. Marketing Report**

1. **Digital Strategy:** Nola asked the chamber to brainstorm new ideas for digital marketing through 2020 because Facebook's performance isn't doing nearly as well as it did in 2019. Meanwhile Instagram is performing far better than Facebook.
  - a. Nola continues to encourage everyone and every business to share their content and tag the chamber so she can find it and share it.
  - b. John would like the chamber to promote more rural/western economic development.
  - c. Nola would like to see WEEDC step up their marketing to include more original content so others can share, instead of just sharing other's content.

- d. John asked if the chamber should promote retail marijuana if it passes? Nola reminded that during January's meeting, that the board would remain neutral on the topic. Carrie mentioned the chamber could provide information and opportunities.
  - e. Other topics include: Growing the farm to table topic. Developing a bigger/better farmer's market similar to Ridgway and Telluride. The new Sheriff's annex. Fairground footing.
  - f. John would like to promote the professionalization of public services including the fire department. Share the newspaper articles
  - g. Nola wants to see the other organizations in town become better at sharing content on social media. She said the school does a good job, but would like to see the town and fire department become more active.
2. **Print Strategy:** San Juan Skyway. Telluride Newspaper Magazines?
- a. Carrie said Linda does not want to see us allocating the brunt of our marketing budget into print because it's less impactful than what the chamber does online.
  - b. Nola reminded Carrie to contact the Telluride Tourism Board about the free full page ad they had wanted to give the chamber in their summer magazine.
  - c. Terri thinks the chamber should capitalize on the Skyway because of the geographical region it covers. Nola agrees and would like to see an option where by purchasing a full page ad, they will write an article about Norwood.
  - d. Terri thinks the chamber should get its survey back before deciding. She also mentioned the chamber spent \$1,592 in the Telluride Newspaper's magazines last summer. The San Juan Skyway magazine full page is \$2,000
  - e. Carrie said the chamber got a lot more bang for its buck by being in the Telluride Newspaper's magazines
  - f. Nola mentioned that if the chamber does want to purchase a full page and and split the cost with businesses in town, she won't be able to reach out to businesses and design their ads like she did last year. Because she has already developed a brand look for the chamber's ads, she will design the chamber's portion of the ad, just not individual business's ads if the chamber chooses to go that route.

## V. Regional Opportunities

**WEEDC:** Next meeting is this Thursday at 6 p.m. The chamber will renew its membership with WEEDC.

## VIII. Old Business

1. **Business Survey:** Focused on gathering information from businesses for future planning.
  - a. Carrie presented an example survey to be sent out to the community.
  - b. Question # 8 on the survey, the board agreed that there are no free memberships, but that the chamber is now listing all businesses of Wright's Mesa. If businesses would like and expanded listing, see #9.

- c. Move forward with a common language adopted from the Harwood Institute.
  - d. Nola would like to see “free membership” removed because it takes value away from those businesses who have already paid for a membership.
  - e. The board agreed that the current membership benefits businesses receive for \$50 is fair and businesses who want those benefits should pay the membership fee. The chamber will list all the businesses on Wright’s Mesa for free on the website, but just their business name will be listed. The verbiage on the survey was changed to reflect this.
2. **Committee Formation:** Tabled till the April meeting.
  3. **Flags on Main Street:** The Explorer Program has been taken over flag duties and is coming up with a list of holidays and events.
    - a. Nola asked why the Norwood doesn’t have flags on the street lamp poles. It would be something to consider for the Explorer Program in the future.
  4. **Ride The Rockies:** Gretchen updated the board.
    - a. The chamber should be focused on the followers and support crews.
    - b. Nola updated the board that Park and Rec will be holding a music event at the Livery.

## **VI. New Business**

1. Gretchen made the motion to appoint Bernice White to the board, Terri seconded, all in favor.
2. The Rodeo is scheduled for July 24 and 25:
  - a. The rodeo will not be doing the same radio advertisements so the chamber will see the \$200 it spends on radio ads back, which could be spent elsewhere.
  - b. Carrie encouraged the Rodeo marketing team to send the chamber their marketing material ahead of time so the chamber has more time to promote the event.
  - c. They are considering a circus and a dance after the rodeo.
  - d. The Fair will be the week before, July 11-18th
3. Next lodging tax board meeting is Thursday, March 19 at 1:00pm
  - a. For this meeting the chamber was supposed to have done was
    - i. Talk about the R2 lodging tax audit, track whether or not all of our lodgers are paying.
  - b. Is there a way to get a list of all the vacation rentals in our area, AirBnB, VRBO...

## **IX. Adjourned at 1:25 p.m.**

**Next Chamber Executive Board Meeting:** Tuesday, April 14th, 2020 at 1:00 p.m. via Zoom.

Submitted by Nola Svoboda