

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
May 12, 2020, Zoom

I. Called to Order at 12:09 p.m.

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

Guest Members present were: Patti Grafmeyer, Molly Radecki

II. Approve Minutes

Terri moved to approve the minutes from April, Linda 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 April 1, 2020 was \$4,559.84. Deposits of \$108.52, interest of \$0.17 were made and disbursements of \$850.00 were made, ending with a balance of \$3,818.53 on April 30, 2020.
- C. Update on raw water: Carrie said the chamber has a tap. John Dotson was interested in landscaping the triangle by (Seebers?) business. Another person would like to help move that forward. Patti said the project stalled out when he contacted CDOT with the rules and regulations. The raw water tap can be activated at any time for beautification, however Carrie stated that the cost and maintenance could be more than the chamber has capacity for. Carrie would like to discuss with Gretchen with what plants could go in that location.
- D. Terri is continuing to work on setting up PayPal.

There was not a motion to approve the Treasurer's Report.

IV. Marketing Report

- 1. Nola confirmed Carrie's website data from the tourism board that the majority of our website visitors come from Colorado and Texas is number two. This reflects the data from the Telluride Tourism Board's theory that the majority of Norwood's visitors are coming from beyond the greater region.
- 2. Carrie asked the board if it's worthwhile to find out the number of Norwood's population that works in Telluride. Terri believes the majority works in Telluride, Linda doesn't think it's worthwhile for the chamber and would be more beneficial for Telluride. Nola asked if Carrie wanted to know because Norwood may see a drop in people living here. How can we help keep people living here but working remotely? Carrie asked if Gretchen or Patti might be able to collect data to learn how Norwood will be affected by Telluride's possible upcoming recession.

3. Nola would like to see the chamber start a shop local/buy local campaign, John agrees that a shop local campaign goes hand in hand with the farm to table and the rural renaissance movements.
 - a. How can the chamber get people excited about shopping local and find a way to reinvigorate the farmers market?
 - b. Start with conversations with Kris Holstrom and Britt Hoff and the Food Hub and not recreate anything but find out how the chamber can help market.
 - c. Work with WEEDC and packaging for shopping online.

V. Regional Opportunities

- A. Carrie updated everyone on the West End Economic Recovery meeting earlier in the morning and presented a chart from the Telluride Tourism Board of credit card transactions from people who live more than 76 miles away.
 - a. 54% of sales came from tourism.
 - b. 16% came from locals.
 - c. 30% of sales revenues come from beyond the regional, Colorado and possibly Texas.
- B. Carrie mentioned Norwood saw a large spike in the fall of 2018 and gathered thoughts on why that could have been.
- C. Bernice said the number of hunters was down last year, due to kill numbers, which means there weren't enough animals to hunt. Hunters want to see animals, but come for the experience. Terri stated our elk populations are down.
- D. Carrie said she doesn't believe the chamber has the capacity to advise people on how to keep their businesses going, but the chamber's role should continue to focus on marketing and connecting people with businesses. She also believes the chamber should continue to focus on the idea of the rural renaissance as well as recreation.
- E. Linda gave an update on real estate and why more people are looking to move to Norwood. Our connectivity while being remote with peace and quiet, while still being connected with internet, recreational opportunities, as well as Norwood's proximity to Telluride. For local people coming in, traffic in other areas is getting overwhelming.
- F. Nola mentioned new updates about fiber internet and their now being two separate fiber lines running through Norwood and two companies providing internet services, Clearnetworx and Forethought.
- G. Nola asked if the chamber might be able to encourage Clark's to adjust their pricing to better match the quality of their products or up the quality of their produce, as well as offer more local, organic food to help encourage locals to shop in Norwood instead of traveling to Montrose. The board discussed ideas about a shop local campaign and bringing better quality food/products to help encourage people to shop local.
- H. Molly mentioned the Wild Women market in Nucla, which she goes to more because it's hard to shop at the Food Hub. She talked about local growers, vs. distribution prices and making distribution easier. She had the idea of developing an ecommerce site specifically for Norwood goods so local growers can sell their products on a website together.

- I. Rural renaissance idea: John said we need to find ways to not only help the economy but help people find jobs. Carrie said a lot of it plays into the economic recovery group and how things play into things.
- J. Carrie referenced the SPARK group and that Norwood was ahead of the pandemic, however some people got scared. She said now people are getting more involved and we have more opportunities to move forward faster.
- K. Molly wants to know what main street commercial property is available for a hostel or makerspace and if there is a way to create new construction as well as tap into the businesses we have to reinvigorate main street.

VIII. Old Business

- 1. **Business Survey:** Maybe send out after buy local research? Terri wonders if we should run it by Nicole at WEEDC. Now that we're having a more direct focus we could tweak it.

VI. New Business: No new business was discussed

IX. Nola moved to adjourn. All in favor.

Adjourned at 1:30 p.m.

Next Chamber Executive Board Meeting: Tuesday, June 9th, 2020 at 12:00 p.m. via Zoom.

Submitted by Nola Svoboda