

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
November 19, 2019, Lone Cone Library

I. Called to Order at 1:01pm

Directors present were: Carrie Andrew, Nola Svoboda, Terri Lamers and James Bates
Guest members included: John Metzger, Patti Grafmyer

II. Approve Minutes

Terri moved to approve the minutes from October, James seconded, all in favor

III. Treasurer's Report

- The beginning balance for October 1, 2019 was \$3162.75. Deposits of \$233.66 were made and disbursements of \$1,120.00 were made, ending with a balance of \$2,275.91 on October 31, 2019.
- The Chamber has received \$3,499.61 for the 1st and 2nd quarters only.
- The Chamber has received \$1,700.00 in membership dues through October 31, 2019 of this year.
 - Terri pointed out that in the first quarter of 2018, the Chamber received \$3,616.65. In the first quarter of 2019 the Chamber received \$1,321.11. However, in the second quarter of 2018 vs 2019, lodging tax did go up. Terri brought it to Carrie's attention, wondering why the lodging tax had dropped off so much in the first quarter of 2019.
 - Terri will talk with Ramona about the lodging tax from 2018.
 - Carrie noted that it's worth paying close attention to lodging tax because of previous discrepancies in a business previously not paying their lodging tax, nearly \$6000 worth.
 - Patti wondered if the difference is because there are more long-term units being rented than short term.

James motioned to approve October and November's Treasurer's report, Nola seconded, all in favor.

IV. Marketing Report

- October's blog was Halloween themed, featuring haunted places including the Hotel Norwood as well as a couple haunted stories. November's blog "Norwood's Top Producers" features Norwood's producers who are Chamber members.
- Three additional categories have been added to the Business Directory.
- Nola did some back end website maintenance and updates, with extra focus on SEO for the business directory member pages, as well as individual event pages.
- Nola mentioned the business directory is still the most popular landing page, behind the home page. The number one blog website visitors view is still the mountain bike blog and the dark sky page has started to gain a lot of traction as well.

- Nola made the History page live in October with the option to update the page as more information becomes available. The three pages Nola was commissioned to create (History, Recreation and Dark Sky) are finished. Nola also added more content to the relocation page as she came across the information.
- Nola said there is not much change with social, there was more reach and engagement in September, likely because there wasn't much going on in Norwood in October. November however has already seen more engagement than October due to the content that has been posted.
- Carrie would like to have a snapshot or overview of the year for both the lodging tax meeting and the annual member meeting. Nola will create a simple graph featuring website visitation/user growth as well as social media reach and engagement growth.
- Carrie noted that most of the lodging tax has to be spent on marketing and would like to show the lodging tax board the Chamber's progress.
- For the annual member meeting, Nola will show a brief summary of the Chamber's digital growth throughout the year. Carrie mentioned if an individual business attending the meeting would like to see how many hits their business has received on the website, Nola can then pull up the information on their page.
- Carrie also stressed the importance to businesses to let the Chamber know when they change their hours so we can keep their information updated.
- Carrie would like to hear from Nola what pages she suggests added to the website in 2020. Nola suggested taking ideas from the members during the annual meeting to get a clearer idea on what the community would like the Chamber to market over the next year.

V. Regional Opportunities

- A. **West End - Sustainability Plan and Outdoor Rec update** - Carrie has attended the WEEDC board meetings over the past few months, as well as the outdoor recreational steering committee meetings, which she is on.
- a. Carrie said the for outdoor recreation they have started to prioritize a focus on marketing and advertising, trail development, trail signage, etc...
 - b. Candy Meehan and Carrie have been attending WEEDC meetings, however there isn't a lot of discussion about Norwood, through WEEDC is working with some of Norwood's businesses including Blue Grouse and the new grain mill.
 - c. Patti asked if Carrie came out of the webinar with any different feeling. Carrie said no. WEEDC is working on creating an outdoor recreation incubator, as well as working to keep WEEDC sustainable once the grant is done, including how to keep their facility in Naturita open.
 - d. The Norwood Chamber was mentioned at the end of the meeting with a couple ideas, including:
 - i. Partnering with the Nucla-Naturita Chamber on an event fundraiser. Carrie doesn't think the Chamber has the man power to help with another event. Patti was concerned as to how the fundraiser would be split up.

- ii. Trying to do joint memberships with WEEDC. Carrie is more open to this idea more than another event.
- iii. There is potential through an economic development organization to provide insurance for business owners, participating as a group rate than trying to find their own.
- e. It was expressed that the Chamber isn't taking advantage of the tools WEEDC is offering through SBDC. Carrie feels WEEDC's staff is so busy trying to staff and maintain their jobs that they're not able to do what they need to be doing.
- f. WEEDC is looking at a bingo license in Nucla, as well as raising their membership rates and renting their space.
- g. Carrie feels that it's time for Norwood to focus on Norwood and not wait for WEEDC to get around to figuring out how they are going to help Norwood.
- h. Terri agrees the Chamber shouldn't rely on WEEDC and that we are doing well with our lodging tax and membership dues.
- i. Patti mentioned that to get their funding, WEEDC includes Norwood. Nola pulled up the OutThereColorado.com website to show how WEEDC is including Norwood in their campaign. Only until recently, has Norwood been featured in the OutThereColorado.com articles. Carrie believes this is because the Chamber has stressed the importance of being included in the West End marketing. Norwood is being included in these articles because WEEDC needs to include Norwood for the grant.
- j. Carrie thinks the Chamber should still be WEEDC members so that Norwood continues to be included, however the Chamber should not rely on WEEDC for marketing.

VI. Old Business

- A. **Welcome Signs:** James has been discussing with Montrose Signs. He feels they are giving him the runaround. He said the original cost of the signs is estimated at \$7000. James has inspected the signs and thinks all they need is to be reassembled. He mentioned the posts have shifted.
 - a. James asked Carrie if she thought it would be a conflict of interest for him to submit a bid to repair the signs. Carrie said she would rather hire someone locally. Patti stated that Justin, who was previously on the board, was hired to do the Chamber's website. Carrie said the Chamber hired Nola to do the marketing. Patti said the Chamber has set precedents for board members to be hired for work so there is no conflict of interest.
 - b. Terri said the Chamber has money in advertising and beautification that isn't being used so that can go toward the signs.
 - c. James drew up a bid for the fabrication. Terri motioned to approve James's bid and that he not exceed his proposed cost of \$694.00, Nola seconded. All in favor.

VII. New Business

1. **Lodging Tax board meeting:** Dec. 12 at 12:30pm at Wilkinson Public Library in Telluride. Carrie will attend and invited other board members to attend and for Nola to present an update on the Chamber's marketing if she can attend.
2. **Broadband Internet:** John Metzger voiced concern over Clearnetworx's plan and whether or not people living outside of town would be able to access their services. Patti filled everyone in with insights from the last town meeting. Carrie mentioned the topic is important to the Chamber as we work to attract people to live in Norwood.
3. **Colorado Tourism's CRAFT program:** Carrie passed out information on CRAFT, a tourism marketing development program aimed to help communities with their tourism marketing strategies. It is a three month program that would be held in Norwood.
 - a. Carrie believes that if this is a duplicate of the community builders program, then the Chamber shouldn't need to do this program.
 - b. Carrie would like to see someone from the Chamber, Park and Rec, the Town, the local food initiative and agrotourism to participate.
 - c. Nola agrees that unless this program is included in the Community Builders program, the Chamber should think about doing this program. She believes it wouldn't hurt to be in more communication with the Colorado Tourism Board as they currently have their eyes on Norwood.
4. **Noel Night:** December 6th, 2019
 - a. James's biggest concern is that people only have negative things to say about Noel Night, including that it's not worth their time because there aren't that many stores to shop at. Carrie reiterated that more businesses were open and participating last year compared to prior years.
 - b. Katie Alexander has Santa planned. One request, is it possible to move Santa and the hot cocoa to the Divide's patio. The biggest concern is that there need to be lights. UMC doesn't mind moving their hot cocoa. Carrie will get a time from Katie as to when she wants to do Santa.
 - c. There will be no tree lighting this year as the lights are solar and automatically turn on.
 - d. Fire engine rides from 4:30-5:30
 - e. Parade starts at 6
 - f. Patti mentioned on Tuesday, Nov. 26, SMPA will be hanging decorations. James will be helping set up.
 - g. Terri will be helping with Parade line up.
 - h. James thinks once we have all the details, we should go business to business to spread the word. Carrie wants to focus on Noel Night being a community building event and would like the businesses to let the Chamber know what discounts each business has planned.
 - i. As soon as the details are finalized, Nola will send the poster to Patti for the town to print. She will also send the poster out to the "All Business List" and ask for businesses to share their sales/discounts they have planned for Noel Night..
 - j. Judges: Does the event need judges? Carrie asked Pattie to find out if the town board would like to be judges for the parade, and if there needs to be a permit for

fire engines to be parked on the opposite side of Grand on Lucerne next to the Divide.

- k. Terri will order the "Best In Show" trophy.
- l. Should the judging be moved from the Post Office to in front of the Divide. Patti will look into a trailer. Possibly use the hay bail trailer to judge fun.
- m. John Metzger wants to know if there is anyone that would do hay rides. Carrie would like it to be done with a tractor, not horses. Everyone agrees it's a fun idea. Terri will see if someone in her family would be willing.
- n. Grand Marshal - Betty Greagor - Will she be back in town? Carrie will send an invitation to Betty. We will need a Grand Marshal banner for the car. Patti thinks we have one already. James will work on a banner.
- o. Katie Alexander will be providing candy
- p. Terri would like to see more photos for PR. Nola will take photos during Noel Night.
- q. Holiday decorating contest will be for businesses only. Judging will be done on Noel Night. Business will win a plaque. Terri will look into ordering that.

5. Annual Meeting:

- a. Combine monthly executive meeting with the Annual Meeting. The Annual meeting has been moved from Friday, December 13th to Tuesday, December 10th, at the Library from 5:30 to 7:30pm. Apps at 5:30, dinner at 6:30. The board should convene at 5pm to set up.
- b. Maggie's will cater and Thorneycroft will do deserts. Maggie's had the idea of a taco bar, ravioli or pasta bar and salad. Carrie suggests having Maggie's prepare two menus for to vote from.

IX. There was not a motion to adjourn, however all were in favor. Adjourned at 2:38 pm

Next Chamber Executive Board Meeting: Tuesday, December 10th, 2019 at 1:00 p.m. at the Lone Cone Library

Submitted by Nola Svoboda