

**Norwood Chamber of Commerce of Wright's Mesa  
Executive Board Meeting - Minutes  
April 13, 2021, Lone Cone Library**

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

Board members present in person were: John Metzger, Gretchen Wells, Nola Svoboda, Bernice White, Matt Mogg

Guests present were: Paula Brown, Becky Hannigan

**II. Approve Minutes**

John noted from the March minutes that David Elmore is not interested in speaking during the dark sky party.

Matt made the motion to approve the minutes from March, Bernice seconded, all in favor.

**III. Officers' Reports**

**John Metzger / President**

John has heard rumors about Telluride purchasing property to dump materials on.

**1. NFPD Poster Tour**

- John is working on distributing a recruiting poster for outreach.
- NFPD is working with Nucla-Naturita on a mutual agreement.

**2. WEEDC**

- John plans to attend meetings with WEEDC

**3. Lodging Tax Meeting**

- John reported Telluride lodging tax numbers are doing well despite the pandemic.
- Bluegrass will be much smaller and take place over two weekends.

**4. Ride the Rockies**

- John attended a planning meeting

**5. Paula Brown**

- **Colorado Stargazing co-op marketing project**
  - Paula shared an email in which we were invited to participate in a state/nationwide stargazing tour marketing campaign.
  - \$25,000 to market
  - Paula said they are \$1,150 toward a \$3,000 goal and would love the Town of Norwood and the Norwood Chamber's precipitation.
  - Paula has reached out to the county commissioners as well as Gateway Canyons with no response.
  - The region would include Gunnison, Ridgway, Norwood, Nucla/Naturita

- **Uncompahgre/Tabeguache Byway website project**
  - The director of CDOT mentioned to Paula that the Scenic Byway websites weren't working and the NNACC had to take over the websites.
  - Paula was told by an IT person that the websites would need to be rebuilt. She did manage to login to the sites to save the content.
  - Paula is working to get the byway council back together, the requirement is that the council meets twice a year.
  - Paula said the byway is in poor shape and they are working with BLM and CDOT to replace signs.
  - They are also working to install charging stations, with at least one along the byway.
  - Paula said the NNACC has no issue with hosting the sites.
  - John moved that the board seriously consider moving forward with allocating funds to this project.
  - Paula would like to see the chamber follow up with encouraging support of the project.
  - Paula will follow up with Patti from the Town of Norwood to see what they are thinking.

#### **6. Becky Hannigan, UMC**

- Bernice made the motion to invite Becky to join the board, Gretchen seconded, all were in favor.

#### **Nola Svoboda / Secretary**

##### **1. Marketing Report; website and social media**

- Nola went over the analytics reports she had sent out, pointing out that Ride The Rockies had brought in the largest number of visitors via website referrals. She suggested the chamber send out a press release sooner rather than later.

##### **2. Visitor Center**

- Nola mentioned her concerns about the lack of space for magazine and brochure racks. She also pointed out there isn't much space available for photography that would showcase Norwood like other visitor centers display.
- She noted that the table the chamber had purchased previously has become a dumping spot for the community to drop random items not related to tourism or visitor information.
- She and Woody had met to take measurements and brainstorm ideas for how and where magazine and brochure racks could be installed.
- Nola suggested moving the TV into the corner of the room to create more wall space for racks.

- Nola thought the chamber's best bet temporarily would be to go through the company that provides and fills brochure racks around the state.
- She also had the idea of creating a visitor focused "you are here" map with highlights and businesses of the town of Norwood to lay under plexiglass on the main rectangle table, as well as the idea of adding window wraps with photography along the adult computer area windows that are transparent from the library side but showcase photography from the visitor center side. Paula mentioned the visitor center in Naturita recently installed these and they look amazing and bring in more visitors. Paula said they worked with Britt from H&H Signs on their window graphics.
- Nola pointed out that the chamber would likely have to talk to Carrie about what can be done and what won't be allowed in the visitor center space.
- John asked if Nola thought she could put together a proposal for the next meeting. Nola thought it would be best to have the conversation with Carrie about what the chamber is allowed to do in the space before putting together a proposal and budget. Nola said the chamber should first decide what it would like to do then talk to Carrie and create the budget from there.

### **3. Magazine Ads; Spoke & Blossom**

- Nola will follow up on advertising options with Spoke & Blossom magazine as well as other Telluride options.

### **Gretchen Wells / VP**

#### **1. Farmers Market**

- Starting Thursday, May 6. Thursday's from 4-6pm
- The new thing this year is that each booth must have insurance, it costs \$125/year. To combat the costs, there will not be any booth fees.

### **Terri Lamers / Treasurer**

#### **1. Treasurer's Report**

- The beginning balance for March 1, 2021 was \$Xxxxxx. Deposits of \$Xxxxxx for dues and \$Xxxxxx interest were credited to the account.
- A disbursement of \$Xxxxxx were made, making the balance on March 31, 2021 \$Xxxxxx.

### **Bernice White / Member At-Large**

Nothing to present

### **Matt Mogg / Member At-Large**

Nothing to present

## **Becky Hannigan / New Member At-Large**

### **1. Summer Baseball Tournament**

- Nola mentioned that Ken Watt didn't mention that Norwood Youth was in charge of the summer baseball tournament and wondered if Becky had gotten more clarification.
- Becky said the tournament is planned for July 22-25th with 30-40 teams and 30+ people per team.
- One downfall is that Norwood doesn't have the resources Telluride and Down Valley have. In Norwood, the tournament would have to pay for port-o-potties, where in Telluride and Down Valley they don't have to. Becky believes this is something the chamber could help with
- Becky also mentioned that it seems restaurants and facilities haven't been on board with players coming to town. There is no advertising or awareness, and there seems to be little support to greet/welcome players and advertise food and amenities.

## **IV. Old Business**

- Nola asked if there was still an option to bifurcate from the county again and move Norwood and the West End into level green from blue, or bifurcate on a more permanent basis. She is concerned that when summer comes, Norwood will be under the same restrictions as Telluride with the changes in COVID case numbers. She is worried that the fate of Norwood's summer events could be compromised if restrictions are enacted again.

## **V. New Business:**

- No new business

## **VI. Public Comment**

No public

## **VII. Approval of Minutes and Treasurers Report**

Grethchen made the motion to approve the minutes and Treasurer's report, Bernice seconded, all in favor

**VII. Adjournment:** The meeting adjourned at 1:34 p.m.

**Next Chamber Executive Board Meeting:** Tuesday, May 11, 2021 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda