

**Norwood Chamber of Commerce of Wright's Mesa  
Executive Board Meeting - Minutes  
April 12, 2022, Lone Cone Library**

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

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

Guest members present were: Laura Anton, Amanda Pierce, Paula Brown

**II. Approve Minutes**

Gretchen made the motion to approve the minutes from March, Becky seconded, all in favor.

**III. Officers' Reports**

**John Metzger / President**

- **Tourism**
  - John has been talking with Telluride and the new ad agency
  - John reported that the chambers did not get the grant for the Travel Storyz, the guided PGS tours.
- **Fire Department**
  - Satellite campus for CMU's Western Colorado Community College
- **Paula Brown**
  - **Just Transitions Facade Improvement Grant**
    - WEEDC is working on finding funding for this grant
    - Amanda reported each town gave \$25,000 from their Just Transition funds.
  - **Visualizing Your Business Workshop - May 4th**
    - Paula has been working with Makayla from WEEDC on coordinating facilitators for the workshop and asked the board if the Norwood Chamber would like to participate.
    - Paula said it is free for NNACC and Norwood Chamber members and WEEDC is paying for the facilitators.
    - Paula reported one business made the suggestions that the facilitators had been given and has seen a 20% increase in revenue.
    - During the walk throughs, the workshop will provide critiques and feedback on visual aspects of each business.
    - Participants will get businesses some preference points towards the facade improvement grant.
  - **NNACC Newsletter**
    - Overview on all of the things the chamber did last year and plans for this year

- **Quarterly Luncheons**
  - “The Perk Before Work” NNACC’s new quarterly membership coffee meeting which follows the regular quarterly membership luncheons.
  - NNACC will start to feature a chamber business member each month.
  - Paula reported that sponsors provide the space and the food/drink.
  - Paula said business sponsors select where the luncheons are held.
  - Gretchen asked if the chamber provides everything. Paula said the sponsors provide lunch and the chamber gives them the recognition for being sponsors.
  - The chamber has a list they send to the sponsors for responsibilities, but generally leaves the lunches up to the sponsors and it can be as lavish as they want.
- **Memberships**
  - The chamber has 70-75 members. There are 25 that have been members in past years who have not renewed, but Paula has also seen new businesses who have never been members who are joining. She said it’s a very odd year for memberships.
- **UT Byway**
  - The council will be reviewing other options for guided travel tours because they did not receive the grant.
  - Submitted for an award for national byway. If the byway is selected, it would be a good reason to have another celebration.
  - The council has a new member from Gateway.
- **West End**
  - Trails - working on the CampV connector trail which will connect proposed trail system on Naturita Flats to the Sawtooth area.
  - There is going to be a big push for funds to build trails, but building is farther down on the list of projects.
  - Nola asked Paula if there are plans to get COPMOBA involved.
  - Paula handed out West End Colorado’s new brochures.
  - Tim Tate is putting together two gravel bike weekend getaways which will be published on the website as well as one of the main mountain bike resource websites.
  - Paula reported that the last of the EDA grant funds have been used up. Funding went toward the website, brochures, photography and social media.

- She reported that Nola is continuing on with social media management and WE Rec will be purchasing photo content to add to their collection.
- There are some updated interpretive signs for the byway and recreation in the West End.
- West End event and activity calendar.
- Paula told the board that if there are things on westendcolorado.com that are amiss, to let Paula know asap before the funds run out. Paula could still use business photos for the website.

#### **Terri Lamers / Treasurer**

- **Treasurer's Report**

- There was not a Treasurer's report to present.

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

- **Marketing Report; website and social media**

- Nola discussed her marketing report which she sent via email.

- **Website**

- Nola shared one note of surprise from the website. The Relocating To Norwood page had seen a sudden increase in viewership.
- She told the board that she assumed this was because of all of the new housing development news.
- She asked the board if they had heard or seen any other news that may have attributed to the increase in this page's performance.
- Gretchen thinks part of it is because Norwood has been discovered. She shared that her business has seen triple the customers she usually has. She said she usually has a slow period Jan-March, but this year she stayed busy all of the way through. She said she never used to have skiers stay at Jam Ranch, but this year she has.

- **Blog**

- April's Blog - Featured Member Business - Recreational businesses.
  - Ride with Roudy, San Juan SUP Co., Many Ponies...
  - Becky will talk to Grafmyer about renewing a membership.
  - Nola reported that High Country Bicycles joined the NNACC, but won't join the Norwood Chamber. Becky will talk to Lauren again too
- May's Blog - Events returning to Norwood
  - Nola reported that Liza Tanguay is on board to talk about her upcoming dinner theater event. Nola thought this would make for a good spin off into venues being open and events returning.

## **Gretchen Wells / VP**

- **Banner on Main Street**

- Gretchen asked Amanda for clarifications on permits. Chamber applies through town to hang the banner, 20 days in advance, CDOT requires a minimum of 30 days.
- Becky said the board needs to decide on the center part of the banner and get that made. The sides will be dedicated to other entities.
- The chamber agreed to utilize the design from the 2021 rodeo ad, and include "Welcome To Norwood" on the banner.
- Nola said it would be easy for her to recreate the rodeo ad and turn it into the banner, she said she just needs the exact dimensions from Katie
- John suggested sharing the design via email for everyone to agree on, or the board just could vote on it.
- Amanda said Demian hasn't started getting the banners poles up. Gretchen will reach out to Demian.
- Bernice made the motion to move forward and approve the banner design with the ideas discussed, Becky seconded, all in favor.

- **Planters**

- Gretchen has a receipt for planting in the planters and will give the receipt to Terri for approval.
- Frenceze's lot Black Bear Trading. Gretchen has 7 galvanized tubs and dirt for the lot. Gretchen does not know how much flowers will cost and needs to know if the chamber has the budget for the flowers in beautification.
- Nola asked if there was any way for Lone Cone Saloon to utilize the property for outdoor patio space/beer garden. John envisioned placing picnic tables in that space. Amanda said they would just need to extend their license onto that property.
- Bernice agrees we need more planters in town.
- Becky said the chamber needs to get more sponsorships for the planters and get the sponsorship up and running.
- Gretchen would like to see a one time sponsorship for businesses for each planter. Nola mentioned the disk golf course did same for their basket sponsorships

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

- **Quarterly Business Meeting**

- June is the next meeting and Becky asked for businesses to host.
- Nola suggested holding it at the Divide. Gretchen brought up that they have yet to join as a member. Becky reported that a community member would like to pay for The Divide's membership.

- Nola also suggested holding it at Town Park or at the Oliver House/Livery yard. Amanda said town could sponsor it in Town Park because they are a member. Nola asked Amanda about needing a liquor license.
- Nola also suggested the Livery/Oliver House yard because it is private space.
- Amanda suggested doing the event not invite only to help garner more attendance.
- Becky will swing by The Divide.
- **Mini Grant**
  - Becky said Tanya is going to move forward with repairing the sidewalk this summer. There was a delay due to the condo above her business being listed for sale and needing to bring the new owners into the discussion.

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

- Nothing to share.

#### **IV. Old Business:**

- **No Old Business**

○

#### **V. New Business**

- **Brochure rack and magazine**

- Becky said she would like to have some clarity from Terri on what the board agreed to pay for on the brochures and ad, and what the board needs going forward so the board can look at what Nola's ask on the project will be.
- Nola said ads are not a problem, they're basically done based off previous ads. All she would do is change out a photo.
- Nola said the board would need to decide what changes need to be made to the brochure. If all she needs to do is to change the cover, that would be a simple change and she included the cost for that in her email.
- Becky would like communication with everyone because the board would need to vote on additional funds going out for Nola to redesign the brochure, or just the cover of the brochure.

- **Town Updates**

- Amanda reported Pinion Park project is in progress
- Mountain Village subdivision has been annexed into town. They plan on doing a sketch plan work session for the community.
- Middle stage for conceptual plans for all the open spaces around town. The committee will come up with two plans for each space and then put it out to the community. This needs to be done before the town can write grants for the project.

- **Fair & Rodeo**

- SMB Fair: Dates are TBA July 9-17

- SMB Rodeo: July 29-30

**V. Public Comment**

- No Public Comment

**VI. Adjournment:** Gretchen moved to adjourn, Bernice seconded, all in favor of adjourning. Meeting adjourned at 1:43 p.m.

**Next Chamber Executive Board Meeting:** Tuesday, May 10???2021 at 12:00 p.m., at the Lone Cone Library.

Submitted by Nola Svoboda