

**Norwood Chamber of Commerce of Wright's Mesa  
Executive Board Meeting - Minutes  
August 8, 2021, Lone Cone Library**

**I. Called to Order at 12:05 p.m.**

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

Guest members present were: Laura Anthon

**II. Approve Minutes**

Becky made the motion to approve the minutes from July, Bernice seconded, all in favor.

**III. Officers' Reports**

**John Metzger / President**

● **Bob Franceze - Proposed Property Development**

- Owned businesses in Norwood and Telluride for roughly 36 years.
- To operate businesses it's impossible to hire young, highly qualified people due to the lack of affordable housing.
- The mission of Telluride is to buy or build properties no one would really want to live in.
- The property Bob owns in Norwood meets requirements he's looking for:
  - 1, person would be happy to live there
  - 2, have different amenities within walking distance
- How many apartments would local businesses like to set aside to rent to local employees.
- Conflict between Telluride and Norwood in the past.
- Telluride is purchasing up property, 1/3 of Telluride employees live in Norwood.
- 145 parking spaces, more than enough for 20 apartments. Roof would generate solar electricity to use money generated as credits against the tenants' use.
- Owns a nationally known gallery in Telluride who come from all around the world to purchase high quality art. Intent is to move his gallery from Telluride to Norwood which will bring more visitation to Norwood.
- The more amenities that can be included in the development, the better the living quality of tenants.
- Recent graduates don't want to purchase a home, they want to rent. Aimed at young professionals. No units for sale, quality rental property which will include handicap access, elevator.

- Every other housing project, the county/town wants land to be donated. Bob owns the land and would need those entities to work with him to make it possible.
- Norwood hasn't grown because every project has run into unreasonable demands.
- Only property in town that has walking distance to each amenity.
- **Questions from the board:**
  - Bernice can't picture 20 units on that lot and asked if there would be landscaping. Bob clarified how large the development would be on the lot
  - Terri asked where Bob is with the town in conversation as town is the first stop in the process. Bob said he had everything ready to go except financing. He has started working with the planner and discussing minor adjustments. The planner was stunned anyone would have opposed it previously. This time Bob is making as many people aware of the project including the school superintendent who has made it clear the school wants to work with him.
  - Gretchen asked if Bob had met with the medical center. Bob hasn't yet met with them but mentioned the new director has not yet found housing and is excited about the project.
  - John asked what the previous unreasonable demands were.
    - 45 underground parking places, the town demanded they have 75 parking places. Tried to force Bob to purchase the lot across the street next to the liquor store and donate it to the town for parking.
    - Accused of trying to make money using solar generation from the building. Bob is trying to give the best deal to his tenants. Height limits were brought up because of the solar.
  - Intent is to build this and move to Norwood as well as move the building to Norwood. Having fiber internet in town makes the project highly attractive to working professionals.
  - Gretchen asked if Bob found out about the height limit, Bob said it's still 35 feet, which the plans accommodate.
  - Bernice said just dig the garage deeper. Bob mentioned the town's lack of storm drainage. Bernice asked if Bob would install a french drain, he said it would not be possible.
  - Nola asked how the development would affect Norwood's new water issues. Bob said the town said Norwood has plenty of water, however the system has issues and would need updated for the future.
  - Gretchen asked if there is a way for Norwood's working locals to get their needs met before Telluride's workers. Prioritizing

Norwood's local workforce. Bob said one of the issues that he's heard from people in Norwood is people don't want Norwood to be Telluride's dumping ground, which historically many have ended up in Norwood. Norwood wants quality, productive people. Bob said this is not a low income project. The board was pleased to hear this, especially with the main street location.

- Bernice asked... Bob replied no entity would have more than five units. He said previous school superintendents didn't want to work with him. The new superintendent is very excited. He said that if the projects that had been proposed had been built, Norwood wouldn't have a housing issue. Everything that has been proposed has been shut down over the past 30 years.
- The board asked Bob what he would like to see from the chamber. Bob said, "speak up." There are a group of people who don't live in Norwood who are running the town and making all the decisions....Gretchen asked if the chamber could write a letter of support, when and where it should go to. Gretchen asked if he would like the letter before Bob goes to P&Z or if he would like the chamber to go to P&Z. John said the board would discuss it and get back to Bob as to when would be a good time.
- Gretchen gave a short back story about who Bob has gone to in the past. She had suggested that Bob talk with P&Z first before talking with Patti and Tim from the town. Gretchen believes the town needs to do something with that property. She said Bob did talk to Patti and the town planner and had a good reception.
- John's comment about how this project would drastically improve the beautification of Norwood's downtown corridor.
- Becky would like to see Bob specify what percent of Norwood's locals will get those apartments. She would like to see an "x" number of apartments guaranteed for Norwood's young professionals. Will it be affordable for young professionals? She's also concerned about the height as it will be the tallest structure in Norwood.
- John asked if there is some sort of leverage the chamber can ask of Bob, if the chamber does this, we'll do that. Perhaps Bob could come up with some language we could agree to. Could the visitor center be in one of the retail spaces?
- John said the board would discuss the issue amongst themselves and get back to Bob on an individual basis as to when the chamber thinks it would be a good time to approach P&Z.
- After the call, John asked the board if the chamber has any leverage to support the project. He said typically in these situations there is some leverage between the developer and the supporting entity to ensure a

mutually agreed outcome. John mentioned the possibility of incorporating space for a visitor center within the development.

- Terri said Bob has a good point in that not everybody wants to buy because they don't want to live in Norwood long-term, and Norwood needs more flexibility with more rental units.
- Nola said the battle could be between "affordable housing" and this type of project and she believes the argument would be in the differentiation of the quality of people living in Norwood, especially on main street.
- **Lodging Tax Issue**
  - John said it's pretty dark and the chamber needs to know how Telluride's lodging tax ballot measure will affect Norwood. He asked Gretchen if the board needs to meet with the lodging committee. Gretchen said the chamber should speak with Lance Waring first to discuss what will happen.
  - John wants to see the county do better policing of vacation/short term rentals in the Norwood area. He believes the chamber would see far more lodging tax funds that it currently does.
- **WEEDC**
  - John reported that Miramonte Ranches wants to do mitigation with the fire department.
- **Grants**
  - John said the chamber was awarded El Pomar grants, as well as one for the rodeo and Unawweep Tabeguache Byway.
- **Visitor Center**
  - John asked if the chamber could view past meeting minutes to see what the agreements were made between the library and the chamber. He asked if someone knows where past minutes are located and if they would take it on. Perhaps Carrie would have knowledge of where past minutes are located. John asked Laura if Carrie has any information she can provide the chamber and if she knows where past minutes are located.
  - John also mentioned Phil and Lauren said they plan on purchasing the liquor store next door and he sees a possible visitor center partnership there.
  - Laura said the library staff has been getting questions about the visitor center, and as of July the library started tallying how many people come into the library for the visitor center.

**Terri Lamers / Treasurer**

- **Treasurer's Report**

- The beginning balance for July 1, 2021 was \$4,842.57. Deposits of \$1,968.11 were credited to the account. Disbursements of \$977.55 were made, making the balance on July 31, 2021 \$5,833.13.

### **Nola Svoboda / Secretary**

- **Marketing Report; website and social media**
  - Nola reported that there was a huge spike in visitors to the website thanks to the Rodeo event posted on the website and people looking for information.
  - Pioneer Day is Sept. 25. Nola would like to have all of the information for Pioneer Day up on the website and Facebook earlier because people start asking about it early in the year.
    - John mentioned Cars and Colors in Telluride is also that weekend. The board thought it would be great if Cars and Colors came through the parade. Nola mentioned that the Just For Kids ride from Telluride to Gateway is also Sept. 25.
  - John mentioned Oct. 23 is UT Byway commemorative day, as well as the Hanging Flume race.
  - August's blog will be a fall colors tour. September's blog will be a history of Pioneer Day. Gretchen said to meet Annie Shafer as she was the first Pioneer Day Queen.

### **Gretchen Wells / VP**

- **Farmers Market**
  - Gretchen has had no luck reviving the farmers market
- **RV Park**
  - Gretchen hasn't heard anything about the new RV park
- **Banners on Main Street**
  - Gretchen said it's up to the town and CDOT now. Last heard it's still in CDOT's hands

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

- Housing advisory committee.
  - Pinion Park housing development, 18 homes, no ugly rocks with weeds growing, residential landscaping. Planning for a holding pond and all have to purchase raw water taps. Presenting to town (or P&Z on the 23rd of August at 7pm.

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

- **Rodeo**
  - 10% of funds went to non profit Neighbor To Neighbor. \$1400-\$1500 expected.

- The chamber banner was hung at the arena during the rodeo.
- Negotiating with Harley on the marketing was key to getting what the chamber and UMC wanted for advertising and support.
- **Membership Drive**
  - Questions need to get answered before the chamber gets started.
  - Becky will send out questions for everyone to review and will determine how committees will be formed.
  - This is the first of a series of fundraisers.
- **Baseball Tournament**
  - Becky reported the tournament went very well.
  - Wifi was used extensively all weekend.
  - Ken said they liked the map and pictures of businesses with phone numbers and hours.
  - Becky said all of the businesses had plenty of heads up and nobody planned on changing hours
  - Maggies said they may do concessions next year if they have more of a heads up.
  - Lodging is still key for the success of the event.
- **Community Building Meeting**
  - Trying to find a central location to house events in Norwood. The library has a program to house events.
  - If the chamber could have a committee where people would send information in and the chamber could then get the info up on the website.
  - Becky would like to form a committee to gather and compile event content and info.
  - Nola said getting the info up doesn't take a lot of time, gathering the content takes the most time. She said if others on the board could compile the information and images, she can get events on the website quickly.

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

- **Community Nominations**
  - Bernice nominated Michaela, the WEEDC administrator, for the community star award. NNACC will have their annual banquet this Saturday.
  - Bernice ordered a \$35 centerpiece from MyPlace for the forest service and asked if the chamber would like to order one as well.
    - Becky made a motion to order a \$35 centerpiece for the Chamber, Matt seconded, all in favor, Bernice will call and order.

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

- John said Norwood has received some good press from Ride The Rockies and dark sky

**V. New Business:**

- No new business

**VI. Public Comment**

- No public comment

**VII. Adjournment:** Nola motioned to adjourn, Bernice seconded, all in favor. The meeting adjourned at 1:46 p.m.

**Next Chamber Executive Board Meeting:** Tuesday, September 14, 2021 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda