

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
August 9, 2022, Lone Cone Library**

I. Called to Order at 12:03 p.m.

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

Guest members present were: Sherri Reeder, Candy Meehan, Amanda Pierce

II. Approve Minutes

Nola pointed out a change to the minutes, and changing Kiera Skinner's last name.

Bernice made the motion to approve the minutes from July with Nola's change, Becky seconded, all in favor.

III. Officers' Reports

John Metzger / President

- Not present

Gretchen Wells / VP

- **Sherri Reeder - Telski - Backcountry Inn**
 - Telski plans to continue operating the Inn as a hotel.
 - Believes employees would be great residents of Norwood
 - Last year room nights were down 8% over prior year. Reservations were up 5%.
 - Biggest influx was 2018-2019, room nights up 21% reservations up 31%
 - Candy asked how many employees can be housed in the trailer homes. Sherri said a couple or a family.
 - Actively looking for homes to fill the other two trailer spots that aren't occupied.
 - Have employees that live the vanlife and they would like to offer space for them.
 - Outside of Norwood, Telski has 300 bedrooms for employee housing. Building 30 more. Rights to build 12 more apartments and 15 more condos. Governments have been problematic (SMC & Mtn Village).

Questions/Concerns:

- Candy - P&Z has specific requirements for housing on the first floor? She doesn't know if the town would be willing to rezone. She said Norwood has no housing and no hospitality. What

remedies will Telski bring to the community to bring opportunity to Norwood? What is the plan of action and how quickly?

- Sheri responded saying that Telski doesn't have any intent on turning the inn into long-term housing because she sees that in two years, they may not need it. Telski isn't going into it displacing the hotel. The hotel is not sustainable if just a few rooms are occupied.
- Gretchen said Norwood owes a lot to Telski because they employ so many residents, but she would like to make sure that Telski is invested in Norwood, not as a bedroom community, but for what Norwood is. Sheri said they would be very selective as to who lives in Norwood. They want people who want to be invested in the community.
- Gretchen asked why Telski doesn't invest in the community through donations. Sheri asked why investing in assets isn't enough. Candy responded by saying investing in one asset devalues another asset. In this instance, it leaves Norwood with no recourse in terms of hospitality. Candy is concerned that there is just one property for sale in the town of Norwood. Telski being the largest employer in the county, and having the ability to build is frustrating because it can't be done in their own backyard, and it feels like Norwood has some vulnerabilities that are being exploited.
- Amanda said that when it comes to events like the rodeo and Pioneer Day, the issue is that there is nowhere for anyone to stay, and she personally would choose Backcountry Inn over the other options in town.
- Candy asked if the rental taxes would remain the same. Gretchen said any rental over a month, the chamber doesn't receive taxes from.
- Sheri said Telski will be exploring options and costs for converting the Inn into a long term rental.
- Gretchen hopes that the Inn and Telski will join the chamber.
- Sheri said because of the known animosity, Telski would like to continue to operate the Inn as a Norwood run establishment.
- Candy asked what kind of projection for growth is Telski expecting this year for occupancy. Zero, and possibly negative.
- Amanda asked what the chamber's percentage of the lodging tax percentage is.
- Amanda said every entity has an opportunity to put in a review comment, but no one has yet to make a comment.
- Sheri said Telski encourages employees to commute via public transportation. They are considering vans.

- Sheri commented as a citizen
 - Sheri is concerned about Norwood's current grocery store because it is maxed out. It would have been great for Clark's to move into the Hitching Post. She thinks the town needs to start planning for growth.

Terri Lamers / Treasurer

- **Treasurer's Report**

- The beginning balance for July 1, 2022 was \$11,631.49. Deposits of \$50.04 were credited to the account. Disbursements of \$961.98 were made. The balance on July 31, 2022 was \$9,599.55.
- Becky motioned to approve the treasurer's report, Bernice seconded.

Nola Svoboda / Secretary

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

- Nola did a recap of her marketing report which she emailed previously to the board.

- **Blogs**

- July's Blog - Because the retail businesses had not sent back responses for the featured member highlight, Nola went ahead and wrote August's blog to share as a back up. She wrote about mushroom hunting around Norwood. Bernice and Terri think mushroom hunting is a great topic.
- August's Blog - Nola said she would like to still run the featured member highlight blog, and if no one sends in their form responses, she will try to come up with some verbiage to highlight the businesses with.
 - Becky asked how they can help get the businesses to fill out the form. She said she could create a printable form that can be dropped off at the businesses.
- Nola said the next quarterly business feature in October. She said it would be a perfect time for Services, which opens up the number of businesses that could be featured.
- Nola doesn't have a topic for September and asked the board to send ideas for what they would like to focus on. She thought she could perhaps do another highlight video for fall colors, similar to June's blog.
- Terri asked if there is any way to know if there is a way to see an increase in website traffic from the new rack card. She did say there is a QR code. Nola said the company who created the card should have the data on that.
- Nola said it's really difficult to market the chamber's businesses because they don't have a website or social media, or don't share content often enough. She's been encouraging businesses to get their business online so people know they exist and what is going on.

- **Website**
 - Becky said that people have said that they cannot find events on the website and asked that Pioneer Day, the Harvest Dinner and Noel Night be added.
 - Nola said she will check the feed and the plugin to make sure things are working properly.
 - For Pioneer Day and the Harvest Dinner, Nola said she needs the details. She said she will add Pioneer Day and use the previous year's info which should be the same, minus the theme and any other details that come along. She will add the Harvest Dinner with the information she finds on LCLT's website also.

Becky Hannigan / New Member At-Large

- Nothing to report.

Bernice White / Member At-Large

- Nothing to report.

IV. Old Business:

- **No Old Business**

- Banner
 - Took four hours to hang. Need to get more hardware.
 - LCLT wanted to purchase two banners, one on each side for their harvest dinner.
 - The Chamber will likely purchase one banner for Pioneer Day, LCLT will purchase a banner for the other side.
 - Becky said there are two entities who would like to donate toward the purchase of the banner.
 - Gretchen said the chamber needs to decide what will go on the banner for Pioneer Day.
 - Terri said the chamber should have a written policy as to the process for getting a banner hung. CDOT needs the design 30 days before the banner is hung.
 - Amanda said all banners can go on the same application.
 - Terri and Shelia will work together on the LCLT and Pioneer Day banners.
 - Becky asked Terri to send two invoices (\$240 & \$270) for the fair and rodeo to her and she will send it to the fair and rodeo boards.

V. New Business

- **Copyright Questions**

- Terri and Becky asked Nola to explain copyright and how copyright works when it comes to the chamber's use.

- **NPRD event partnership/sponsorship**
 - Nola reported the NPRD would be having live music at The Livery on Pioneer Day, and said that Diava from NPRD asked if the chamber would like to revisit the idea for a partnership for NPRD's music events that had been tossed around for Noel Night last year. The previous idea was for the chamber to sponsor the events by covering half the cost of the performers, up to \$500.
 - The board agreed that they needed to spend some time discussing before they came to a decision.

- **Town Updates**
 - Amanda said they did finalize the facade improvement grants. 5 grants were given out, close to \$25K that will come back to Norwood to improve facades. Every business that applied in Norwood will get a grant. Grants will reopen again in April.
 - New pizza place's opening date is Labor Day weekend.

V. Public Comment

- No Public Comment

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

Next Chamber Executive Board Meeting: Tuesday, September 13, 2022 at 12:00 p.m., at the Lone Cone Library.

Submitted by Nola Svoboda