

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
December 14, 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, Terri Lamers, Becky Hannigan

Guest members present were: Laura Anthon, DeeAnna Burbridge

II. Approve Minutes

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

III. Officers' Reports

John Metzger / President

- **DeeAnna Burbridge** - Crown of the Community Infrastructure Upgrade Project
 - San Miguel County Fairgrounds infrastructure upgrades - Total project cost \$420,000, asking GOCO for \$305,000
 - County bought the fairgrounds in 1965.
 - 2-3 phases with upgrade to infrastructure.
 - Replacing Ballfields irrigation system which was installed in 1983.
 - Replacing PA system, bleachers and lighting in outdoor arena.
 - Replacing facility fencing.
 - Replace panel fence and electrical upgrades to the west side of the events center.
 - Board Questions:
 - Terri said she would vote to upgrade the PA system because it's not a big ticket item. She hoped it could have been done before the next fair and rodeo.
 - Nola asked if there is any vision for the race track. DeeAnna said there has been some interest in future races. The track does have the potential for more uses than just horse racing. There could be tractor races, possibly mountain or dirt bike races, or even the general public wanting to race. There's great potential to utilize the track for events.
 - John asked if there is any word of Ride The Rockies coming again. DeeAnna said it's not known when RTR will come back through Norwood. John asked about the potential of more bike races coming through and utilizing the fairground, including gravel bike races.

- **County Lodging Tax**
 - John and Gretchen attended the lodging tax meeting.
 - John reported Telluride is slated to lose around 90% of their funding they were in charge of.
 - John said there is about \$900,000 for the Town of Telluride, and there is about \$40,000 in unincorporated R1 district tax that is in limbo. Norwood chamber receives about \$15,000 from the R2 district.
 - John would like to find a way to wrangle all of the R1 district's unincorporated tax and see that it goes to Norwood while Telluride keeps their tax, and Mountain Village keeps their tax.
 - Gretchen said the chamber should continue to keep bugging the county commissioners.
- **Visitor Center**
 - John mentioned that the fire department is looking to purchase land. He envisions there could be more of a campus feel for a visitor center.
 - Gretchen said everyone she's talked to says the visitor center should be on Grand Ave.
 - There may be opportunities for the visitor center to take up space within one of the buildings as businesses change.

Terri Lamers / Treasurer

- **Treasurer's Report**
 - The beginning balance for November 1, 2021 was \$5,545.34. Deposits of \$7,388.43 were credited to the account. The chamber received 2% interest. Disbursements of \$1110.02 were made. The balance on November 30, 2021 was \$11,823.77.
 - Terri created the annual budget and based her numbers off the \$13,000 in lodging tax the chamber received last year.
 - Terri mentioned that the lodging tax board doesn't like the chamber to carry over funds from previous years. She would like to look at the budget closer in January or February to come up with some bigger marketing projects.
 - Nola said she would like to see the chamber reenact the business beautification grant it used to give. She recalled it was \$2,000 total, with \$1,000 going to two businesses.

Nola Svoboda / Secretary

- **Marketing Report; website and social media**
 - Nola asked the board to decide which businesses should be featured in January's blog. There will be four business feature blogs this year, one per quarter (January, April, July, October). Each blog will feature businesses from similar categories. Businesses are required to be members to be included in the blogs.

- Categories could include: Restaurants/Food, Auto, Financial Services, Marketing Services, Recreation, Community Organizations, Utility Services, Real Estate, etc...
- Business features for January will be “community non-profits/organizations” possibly including the library, UMC, NFPD, NPRD, Norwood Dark Sky Advocates, WEEDC.
- Nola envisions the blog will be Q&A style. She will come up with questions and email them to the businesses and organizations to fill out.
- Nola mentioned that website typically drops off in November, December, January and February, and starts to pick back up in March. This is due to not much happening in Norwood during the winter months. Nola said that when there are events, more people visit the website to find information.

Gretchen Wells / VP

- **Planters**
 - Gretchen said when it snows you can't see the decorations, so she purchased some taller decorations. Becky made a motion to reimburse Gretchen for the planter decorations. Terri seconded, all in favor.

Becky Hannigan / New Member At-Large

- Nothing to present beyond Noel Night planning

Matt Mogg / Member At-Large

- Not present

Bernice White / Member At-Large

- Not present

IV. Old Business:

- **Noel Night Recap**
 - Becky shared that a woman who was visiting Norwood at the time had told her she felt like she was walking around a Hallmark movie.
 - Becky said winners from the drawing had not yet been drawn.
 - Gretchen asked for the board to decide who won the business decorating contest. The board unanimously decided High Country Bicycles won the decorating contest and Janine Spor won the parade float. Terri made a motion to purchase a plaque for the best Noel Night decorations and best float. Gretchen Seconded. All in favor.
 - Gretchen mentioned that there are a lot more decorations in the shed than she knew about and said the board should take inventory for future events.
 - Laura mentioned that Carrie wanted to point out that she liked the poster with all of the times on it. She believes that is why the library had such good turnout for cookie decorating.

- Gretchen would still like to see a cookie crawl. Perhaps the crawl could end at the library for cookie decorating.
- **Annual Meeting - December 16 at 5:30pm at the Lone Cone Saloon**
 - Terri verified that everyone on the board currently still has another year in their two-year terms.
 - The Lone Cone Saloon will not charge any cover to use the space.
 - Becky has caterers lined up including The Divide, Thorneycroft, Lone Cone Saloon.
 - Becky mentioned we should budget for a tip for The Cone.
 - Becky also suggested a door prize/drawing. She mentioned the chamber could offer a \$100 gift card for any restaurant in town. She said there should be an expiration date.
 - Nola will send out a follow up email from the chamber's Hubspot to remind members.
 - John asked the board to send him chamber successes for him to discuss during the meeting.
- **Banner on Main Street**
 - Terri spoke about the insurance and mentioned Amanda from the town had informed her that the banner pole has not been improved or submitted to CDOT. The chamber will hold the insurance but the town will have to submit for each banner permit and each approval. CDOT has not received a zoning application permit for the pole installation either.
 - The banner project is still on hold. The project is waiting on Demian Brooks.

V. Public Comment

- No public comment

VI. Adjournment: Gretchen moved to adjourn, Becky seconded. All in favor. Meeting adjourned at 1:31 p.m.

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

Submitted by Nola Svoboda