

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
February 9, 2021, Lone Cone Library

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

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

II. Approve Minutes

Gretchen made the motion to approve the minutes from January, John seconded, all in favor.

III. Officers' Reports

John/President

On the 5-Star Program

- John senses there is a much more serious problem with the 5-Star Program After learning what it is and what governments are doing, he's concluded that the biggest threat to Norwood's customer-facing businesses is the institutionalization and squander of trust.
- John's instinct is to fight back, but he doesn't know what to do right now.
- He's worried we will get back to October and they will start closing things down again, and we can't allow that to happen to businesses again.
- It would be very tough to start a retail business in Norwood right now and if he were facing all the challenges of the COVID restrictions, he would move elsewhere.

Ride the Rockies

- Still on for June 15, 2021 in Norwood, pending a potential shut down.
- Less international participants, strong COVID mitigation, working with other bike tours as well as the Governor's office, everything socially distant, riders have an option to leave bikes in Placerville and take a bus to Telluride.
- Expecting 1,000 people in Norwood.
- Lodging will be camping in Norwood, one hotel and AirBnBs, yurt village and RVs, no indoor camping or dorm style sleeping.
- Need for a cleaning crew, a disinfectant team.
- May have a community meal or traveling caterer.
- Recommends cheering as riders head up Norwood Hill.
- Not encouraging entertainment. Leads us to doing something with dark skies, possibly a star party.
- John would like to create a story to coincide with Ride the Rockies, but continuing on about post-pandemic specialized activities and new tourism, focusing mostly on astro-tourism. Work with Dark Sky Advocates on a new observatory. Start working on a Dark Sky tour featuring locations and checkpoints with possible awards.

Gretchen/VP

5-Star Program: Update

- During the meeting, they said all four restaurants in Norwood applied for the program, even though Gretchen had just talked to all of Norwood's restaurants and did not come to the same conclusion.
- Before writing a support letter and making a decision, Gretchen doesn't want to close any doors, that we support the 5-Star Program, to benefit our businesses should they seek it.
- John believes that if a business wants the help, the Chamber should support that.

Matt motioned not to write a letter at this point because our businesses aren't interested. Bernice seconded, all were in favor.

Lodging Tax Board: Gretchen joined the Telluride Tourism Board Lodging Tax Board panel to give more of a presence. The chamber needs to have a budget report ready before 3/30.

Terri/Treasurer

Treasurer's Report

- The beginning balance for January 1, 2021 was \$5327.49. 3rd Quarter Lodging Tax received was \$2,503.35. Interest was \$0.04. Dues received were \$441.25. Deposits of \$441.29 were made. Disbursements of \$700.00 were made, ending with a balance of \$5068.78 on January 31, 2021.

Bernice made a motion to approve the Treasurer's Report. Gretchen seconded, all were in favor.

Nola/Secretary

Marketing report; website and social media

- Adding new direction toward content and messaging with more focus on community accomplishments, wins, news, etc...
- Gretchen mentioned a business in town would like to start a shop local campaign.
- Nola mentioned a discount program for locals in which they receive a punch card or bracelet that gives a percentage off of the customer's total purchase. However, all the businesses participating would need to be on board.
- Nola's thoughts for farm/ranch tours.

Bernice/Member At-Large

Nothing to report.

Matt/Member At-Large

Nothing to report.

IV. Old Business

- Nola asked about getting the banner up across Main Street. She mentioned this was a topic of discussion at this time last year as the chamber wanted to get the banner up in time for Ride The Rockies. John will reach out to Demian Brooks to follow up on progress.

V. New Business:

No new business

VI. Public Comment

No public

VII. Adjournment: Matt made the motion to adjourn, Nola seconded, all in favor. Adjourned at 1:19 p.m.

Next Chamber Executive Board Meeting: Tuesday, March 9th, 2020 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda