

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**February 8, 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, Terri Lamers, Becky Hannigan

Guest members present were: Laura Anton, Amanda Pierce

**II. Approve Minutes**

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

**III. Officers' Reports**

**John Metzger / President**

● **Meeting Speakers**

- John asked what time the board thinks would be good for speakers to join.
- Gretchen mentioned bringing the town board candidates to the March quarterly meeting for a candidate forum.
- Amanda said that if it's a candidate forum, the town may be able to help with costs for the event.
- Carrie said the library plans to have its own public candidate forum which she said would coincide with the chamber's private business forum.

● **Regional Marketing**

- John has been continuing conversations with WEEDC and the Telluride Tourism Board. He said the Tourism Board is not sure yet as to where they are headed and are working out future plans for their organization. They will however have the ability to be more flexible as to what they will be marketing.

● **Main Street Visitor Center**

- Becky said the chamber had a conversation about how to maintain what the chamber currently has with the current space.
- Carrie mentioned that if she installs signage, and there is nothing in the visitor center, the chamber would be directing people to nothing.
- Becky said that Paula Brown has someone who delivers brochures to the Naturita visitor center. She will check in with Paula again.
- Terri asked about the after hours code for the library.
- Carrie sent an email showing what the highway signs would look like. \$36 per sign (\$100/three).
- Amanda mentioned CDOT is pulling away from signage and has new rules for signage on the highway. She said CDOT is requiring new rules

as to how much traffic is going to business off the highway in order to install signs.

- Carrie suggested putting a sign on the library displaying the “eye” symbol.

#### **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 presented her ideas for creating Telegram and Discord channels and being the hub for communication and community information..
- John mentioned that the fire department will be losing a few members and will be in need of social media management. He said the department could utilize Nola’s new ideas for Discord and Telegram channels.
- Gretchen made a motion to direct Nola to set up both Telegram and Discord channels, Terri seconded, all in favor.

- **Nola’s presented her new budget**

- John discussed his concern about the sustainability of the chamber’s budget in the future.
- The board discussed the budget and agreed to table the discussion for the next month to allow Terri to determine what can be done.

- **February Blog**

- The board agreed February’s blog should be a feature on the West End Sledders Poker Run.
- Amanda said she would reach out to Tara Alexander for information. Groups involved are the West End Sledders and Colorado Sledders Association.

#### **Gretchen Wells / VP**

- Nothing to present

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

- **Quarterly Membership Meeting**

- Becky reported that Tanya agreed to host the quarterly meeting and that Thursday/Friday nights work best. Becky asked the board to pick when they would like to have the meeting.
- The board would need to decide on food and beverages.
- John asked Becky about Tanya’s mini grant. She said Tanya cashed the check which is earmarked for beautification. She said Tanya is waiting on the HOA to replace the sidewalk.
- John thinks that Tanya’s business would make a great example for the grant program and would be good for PR.

- Tentative dates are the 17th first choice, and the 10th the second choice, 5pm. Invitation only.

**Bernice White / Member At-Large**

- Not present

**IV. Old Business:**

- **Noel Night**
  - Becky updated the board that the gift cards have been delivered to the winner of the annual meeting drawing.
  - Terri asked Nola to reach out to new members to see if they would like to add their information to their business listing on the website. Nola said she only adds them to the website if they fill out and send in the membership form.
- **Banner Pole on Main Street**
  - Amanda reported that CDOT has approved the specs for the banner pole.
  - The board will now need to decide what will go on the banner.

**V. New Business**

- **New Subdivisions**
  - Amanda reported that the Pinion Park Subdivision final stage is on the agenda for the town board meeting this week. They plan to break ground in March.
  - The Mountain Village subdivision has not yet been annexed or approved.
- **Town Updates**
  - Carrie had a conversation with Bob Franceze that he plans to sell the lot and has buyers.
  - Gretchen asked Amanda if the town has plans to replace the tree in front of The Divide.
  - Carrie said there is currently a proposal through WEEDC for some grants to update the facades of the fronts of the businesses on main street. WEEDC is now trying to get money to provide funding from the Just Transition Fund for the proposals that were provided during the last grant cycle that had not been awarded. She said, depending on the outcome, the chamber's beautification grant could be used as a matching grant or used for other beautification
  - Nola asked about the town's land use code and building requirements, and why the proposed Dollar General was going to be required to make the building match the look of the town, while Ace Hardware is allowed to build with offputting beige metal siding. Carrie mentioned the old Two Candles building is also has offputting brown metal siding.

**V. Public Comment**

- No public comment

**VI. Adjournment:** All in favor of adjourning. Meeting adjourned at 1:34 p.m.

**Next Chamber Executive Board Meeting:** Tuesday, February 8, 2021 at 12:00 p.m., at the Lone Cone Library.

Submitted by Nola Svoboda