

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
January 11, 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 and Bernice White via Zoom

Guest members present were: Carrie Andrew

II. Approve Minutes

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

III. Officers' Reports

John Metzger / President

- **Articles**
 - John wrote an article for the paper recapping the annual meeting and future goals.
 - He is writing another article about the fire department trying to buy land which is related to the new housing.
- **Downtown Beautification/Mini Grant Campaign**
 - Carrie clarified that the chamber had the procedure and application for a grant program when Laurie Hunter was on the board. She will find what the chamber had from before and send it out.
 - She said Backcountry Inn and San Juan Sound donated \$1,000 each.
 - Terri checked to find out if Total Image Salon had cashed the check they were given for their grant. The check was dated 09/17/17.
 - John mentioned using Total Image as an example for the continuation of the grant program. The chamber would take a photo to promote the campaign with.
- **Main Street Visitor Center**
 - John would like to have a main street visitor center presence that might be manned by interns, and hopes that the chamber could still utilize the library space for meetings.
 - John has been researching ideas for spaces within businesses, or possibly a nice shed or tiny home as options for a temporary visitor center space. He has talked with Demian about using his space next to Grand Ave Auto. He said he could see a tiny home or a shed sitting adjacent to the parking lot where ACE Hardware will be moving. He said they already act as a point for information when visitors come to town.
- **Checking Emails**

- John asked if anyone checks the chamber's email regularly and asked if the board should assign someone to regularly check emails in case something important comes through.
- Terri said she checks for invoices and Nola checks for membership forms and photos.
- Becky offered to check the emails, Nola will share the login credentials with Becky.
- **Lodging Tax**
 - John would like to see that the lodging tax board allocate the entire unincorporated San Miguel County funds to the chamber which will be used for regional marketing.
 - Gretchen is the only person left on the board after the recent election changes.
 - Carrie said that if the chamber wants to go to the ballot, the county would have to take it to the ballot and could cost \$3000-\$4000. She said it would have to be heavily marketed.
- **New Housing Projects**
 - John mentioned the sheriff's department no longer wants to do wildfire fire mitigation and that NFPD will likely be taking over that.

Terri Lamers / Treasurer

- **Treasurer's Report**
 - The beginning balance for December 1, 2021 was \$11,823.77. Deposits of \$346.50 were credited to the account. The chamber received \$0.04 interest. Disbursements of \$695.78 were made. The balance on December 31, 2021 was \$11,474.53.
 - Terri said for the annual budget she added more funds to marketing and the website.
- **Outstanding Items**
 - Terri still has the winning parade float and business decoration contest plaques that need to be delivered. Gretchen will help Terri deliver plaques and take photos.
 - Terri misplaced the invoice from The Lone Cone, so she hasn't paid the invoice for the annual meeting.
 - Becky mentioned that Luke thought the chamber's idea of splitting up the gift certificate from annual membership meetings between the restaurants was a good idea. Becky will collect those gift certificates from each restaurant.
 - Terri also hasn't seen an invoice from Thorneycroft for the annual meeting.

Nola Svoboda / Secretary

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

- Nola went over her marketing updates she had emailed to the board. She reminded the board that the marketing budget goes toward marketing to visitors, and the type of posts she puts out should reflect that. She said it's important for the chamber to market it's community, but it should focus it's budget on tourism marketing. She said that if there are community updates that need to be shared, anyone can post those on Facebook through the chamber's account.
- Nola told the board she would be sending out a form for members to fill out for the quarterly business member spotlight blog.
- She asked the board to start thinking about April's category of members to spotlight.
- Carrie let Nola know that the library has set up their new website and that links are still redirecting to the old website. She asked Nola to check links that are on the chamber's website and update them.

Gretchen Wells / VP

- **Business Participation/Recruitment**

- Gretchen said that when she and Becky walked around and talked to business, they all liked the direction of the chamber, however, she wished the chamber could get more involvement from businesses.
- Terri asked if the chamber did Zoom meetings, perhaps more people would be willing to attend.
- Becky said that during the annual meeting, people mentioned the idea of each of the meetings being held at a different business.
- Carrie said when she first joined the board, the chamber used to do breakfast meetings that would change location each month.
- Terri said we could try a quarterly meeting first.
- Carrie asked if the chamber has had any interest in business educational training. Gretchen and Becky said that the businesses are more interested in economic and community topics, and where they can direct visitors to get information.
- Carrie said the library has started keeping track of questions the library has received. As of June of 2021 there have been 89. October was the biggest month with 22 questions.
- Nola mentioned that the chamber had pretty good success with the quarterly business meetings in 2019.
- Carrie said it would be good to send out a follow up after the meetings to share ideas.
- John asked which business should host the first quarterly meeting and when it should be. Gretchen said March and Nola said that if Tanya offered, Total Image Salon could host a wine and cheese social.
- Nola asked if instead of calling it a meeting, perhaps the meeting should be called a "social" or something less boring.

- During the quarterly social, the chamber could invite someone to speak at the event to share various happenings. Ideas for speakers could be Paula Brown (West End), Paul Koski (WETA), Bob Grossman (Dark Skies)

Becky Hannigan / New Member At-Large

- Becky said she will start talking to businesses about hosting quarterly meetings.
- Nola asked if when the chamber sends invites, if they could be sent through Hubspot so the chamber can keep track of that communication. She will help Becky set that up if she wants.
- Becky asked if the officers can be updated on the website. Nola said she had taken care of that and will look into why it isn't updated on the website.

Matt Mogg / Member At-Large

- Matt has resigned from the board.

Bernice White / Member At-Large

- Nothing to present

IV. Old Business:

- **Banner On Main Street**
 - John talked to Demian Brooks. Demian said he is still waiting on CDOT.
- **RV Park**
 - John said the plans for the RV Park looks nice, and Demian mentioned adding a pedestrian walkway between the RV Park and town.
- **Visitor Center**
 - Carrie said the library will be adding a new coded lock to the storage
 - The library had 27,200 people through the doors in 2019, 13,090 in 2020 and 24,000 in 2021.
 - Carrie would like to be included in discussions as to whether or not the chamber will be moving the visitor center.
 - Carrie said that people have access to the space even without going into the library space. She said the chamber should think about target audiences and who it wants to reach.
 - John said the visitor center is a moving target. He said it would be better to have a temporary space on main street that can be manned.
 - Gretchen said there was a visitor center on main street in a tiny log cabin and it didn't work because it couldn't be manned. She thinks that if the visitor center is on main street, it needs to be manned.
 - Carrie mentioned the idea of getting better signage on the highway.
 - Carrie said in the library's outdoor plans there is the idea of a computer kiosk.
 - Carrie said that the library could give the chamber a code for the doors if the chamber wishes to staff the visitor center outside of the library's hours.

- Nola said no matter which way the chamber decides to go, the chamber should look into possible volunteers to staff the visitor center.
- Gretchen said the chamber should have a work session to hash out details. Or the chamber could meet earlier during the next meeting.
- Nola asked if the board could set a deadline for tasks and finding volunteers.
- Intern/volunteers. Nola mentioned the school's work study/volunteer credits.

V. Public Comment

- No public comment

VI. Adjournment: Meeting adjourned at 1:29 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