

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
June 8, 2021, Lone Cone Library**

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

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

Guest members present were: Wayne Reeves, Carrie Andrew

II. Approve Minutes and Treasurer's Report

Terri Lamers / Treasurer

● **Treasurer's Report**

- The beginning balance for May 1, 2021 was \$6,797.73. Deposits of \$196.55.00 were credited to the account. Disbursements of \$1,850.00 were made, making the balance on May 31, 2021 \$5,144.28.

III. Officers' Reports

John Metzger / President

● **Cooperative Marketing Partnerships**

- John wanted to thank Carrie Andrew for standing up for Norwood during the WEEDC meetings.
- John reported there is a lot of work going into grants and signage for the byway.

● **Ride the Rockies**

- John reported Ride The Rockies planning is going smoothly.
- Matt reported there will be 1,800 participants, 1,000 in the town of Norwood.

● **Norwood's Dark Skies**

- The group still needs help and more volunteers to keep the designation.
- Nucla/Naturita just received their designation.

● **Lodging Tax**

- John and Kris Holstrom are going to meet with Mike Bordogna from the county to revise how lodging tax works in Norwood.
- Kris sent some tourism grant links in case anyone on the board wants to apply for them.
- Regenerative Recovery Coalition - sustainable farming and production. The Russel Stover plant in Montrose is going to become a regional local food distribution plant.

Nola Svoboda / Secretary

- **Marketing Report; website and social media**
 - Nola checked in on the chamber/visitor center being on Google Maps. She said the chamber of commerce is on Google My Business, however the address is the old library location. She will figure out how to either change the address or create a new page. She said Carrie may have claimed both the library as well as the chamber pages when the library moved to its new location, however, did not edit the chamber's address to the new library location
 - The camping blog on the website is the newest top visited page behind the home page and business directory, bumping the hunting blog out of its longstanding top spot.
 - Bernice mentioned that she received a phone call at the forest service from someone who was looking for camping sites and mentioned that the GMUG is the "hotspot" this summer, citing that the number of current sites are not enough.
 - Nola said she had decided to write a blog spurring off Candy's water education articles in The Post.

Gretchen Wells / VP

- **Chamber Point Of Contact**
 - Gretchen pointed out that Carrie said the library is receiving all of the calls for the chamber. Gretchen hasn't seen anything other than what comes through the chamber's email.
- 1. **Lodging Tax Meeting**
 - Gretchen reported the Farmers Market is going well. She does hope to get more vendors as summer goes on.
 - John asked about the new RV Park
 - Gretchen reminded the board that for those who operate an AirBnB, they are required to register with the county. This is not currently being enforced by the county.
 - Nola asked why the county keeps track of Telluride's AirBnB, why they wouldn't keep track of Norwood's.
- **Banner on Main Street**
 - Gretchen said the chamber has a bid for the banners from H&H Signs and are waiting for a bid from Coach's Mother.
- **Farmers Market**
 - Gretchen reported the Farmers Market is going well. She does hope to get more vendors as summer goes on.

Bernice White / Member At-Large

Nothing to present

Matt Mogg / Member At-Large

Nothing to present

Becky Hannigan / New Member At-Large

Nothing to present

IV. Old Business

- **Visitor Center**

- John presented that Carrie would like to discuss forming an MOU with the library.
- Everyone questioned as to why there wasn't an MOU in place before the construction of the library.
- Bernice mentioned that the forest service visitor center has far more information than the library's area. Bernice also gave some history as to where the visitor centers had been in the past.
- John didn't think the cheap plastic brochure holders were any kind of solution.
- Nola mentioned that while the library was under construction, Carrie had showed her the plans for the visitor center space, which included more wall space as well as a desk with a computer volunteers could sit at while answering visitor's questions.
- John was curious if there are any visitors who actually walk into the library looking for information. Nola asked if the chamber could get that info from Carrie.
- Nola mentioned the new Rimrocker Adventures business in Naturita had just put in window wraps that really stood out from the highway.
- The board talked about the possibility of an outdoor kiosk? Nola mentioned the outdoor kiosk that sits in front of the Gondola station in Telluride.
- John was in Silverton and ran into someone who was paid to stock the wooden brochure racks. Nola said we would pay the company to stock the racks for the chamber.

Library - Carrie Andrew

- **History as to how the visitor center ended up in the library:**
 - When the library did their feasibility study in 2014, it was expressed that there was a need for a visitor center. The board at the time had rented a space on main street, which was a sudo visitor center, however there wasn't enough budget to maintain it.
- **The new library visitor center space:**
 - The library board had offered to partner with the chamber on the visitor center space within the new library. The chamber board was included on the decisions for the library in terms of plans, furnishings, etc...and was allowed to provide feedback on the

space along the way. She also stated that she had to be careful not to make decisions as the library director because those decisions needed to be chamber board members.

- Carrie said she wouldn't feel hurt if the chamber decided to move the visitor center to another space.
- Carrie said it was unfortunate that she was the chamber president as well as the library director because she couldn't really put time into the chamber as a volunteer position.
- Now that she is no longer on the chamber board, Carrie stated that she would like to put together an MOU, which she didn't want to do while she was chamber president as well as the library director because it would have been a conflict of interest and she couldn't sign the document for both organizations.
- She said the reasoning behind all of the windows taking up space is that the library wanted to maintain a line of sight throughout the building.
- **Conference room example:**
 - Carrie said the conference room is an example of an MOU in which the room is "sponsored by" the Colorado Supreme Court Library, and signed a three-year MOU agreement for the space. The supreme court would provide \$10,000 for all the furnishings, \$20,000 worth of materials, they would name the room and put a plaque up and the library would keep it up to date. If at that point the library doesn't want the space to be a law library, they would change it.
 - Carrie said that part of the agreement with the chamber is that the chamber would always have use of a space in the building. The goal was to create a more consistent and reliable space for the chamber to meet. As far as the conference room goes, legal research always trumps any other usage because the state supreme court library donated substantially to the space. She stated part of the agreement in partnering with the chamber on the visitor center space was the idea that the chamber would be able to use the conference room to hold its meetings there. Meeting space used to be a struggle for the chamber. The goal was to create a consistent and reliable space for the chamber to meet and display materials.
- **Questions/Solutions**
 - John said the chamber is limited by the space the library created, specifically the limited amount of wall space available as well as the footprint, and wondered how the chamber could design around that, perhaps the chamber could utilize more of the conference

room space for the chamber along with other people using it when they want to.

- Carrie said she didn't know if she is open to that because of the expensive materials in the room, and the room remains locked when not in use. She said primarily because the conference room was sponsored by the Colorado Supreme Court Library, although there is only one or two years depending on when the MOU was signed and she doesn't know that the library is going to (she didn't finish her sentence). She also said because there is no visibility in the room to prevent vandalism.
- Carrie said the chamber bought the furniture and has the option to move it elsewhere (the table and chairs). When Carrie brought the ideas to the chamber before the building was finished, the chamber board didn't ask for anything else.
- Carrie admitted she doesn't use visitors centers personally (except for the bathrooms), and the library now has the best, most accessible bathrooms in town.
- Carrie said the library has large glass display cases in the lobby in which the chamber could use. She said the chamber could possibly expand into the lobby as well.
- Nola asked why there wasn't an MOU with the chamber done before the building was finished if there was an MOU done with the state supreme court?
 - Carrie said she didn't really know. She said that John Dotson was the president of the board until he resigned in November of 2018. At that point the library was in the middle of construction of the new library and she didn't feel it was her role as library director to also create an MOU for the chamber. She said it had been discussed with John Dotson, however it wasn't finalized or put into any kind of writing.
- Carrie said there were many opportunities for the chamber to provide feedback along the way, and now changes can't really be made because the building is finished.
- Carrie said that there isn't anything the library can do with the building since its completion, however, if the chamber wanted to include anything on the grounds, now would be the time to talk about it.
- John thinks the dark sky space on the visitor center all is overdone, especially since there are plans for an observatory. Carrie said the stuff on that wall could be moved.

- John told Carrie that beyond adding more plastic brochure holders on the table, the chamber is looking at something more grand, and how it can re-envision the space and make it better.
- Carrie said her vision was to have a desk in the space in which volunteers could sit at to answer visitor questions, including recently retired seniors. There is even a phone jack so the chamber could have its own phone line. However, she said when looking at that idea, the chamber at the time didn't have the personnel or the resources available to make it happen.
- Carrie said other than keeping access to the conference room, the chamber can design the space however they like.
- Carrie mentioned switching the brochure and the WETA map at the library entrance to make the map more visible.
- John asked Carrie how many people actually come into the library looking for the visitor center. Carrie said she didn't have an answer.

V. New Business:

- **Star Spangled Saturday - June 26, 2021**
- **John reported Wright's Mesa Water Education Day went well**

VI. Public Comment

No public

VII. Adjournment: The meeting adjourned at 1:45 p.m.

Next Chamber Executive Board Meeting: Tuesday, July 13, 2021 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda