

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
May 13, 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, Becky Hannigan

No guests were present

II. Approve Minutes

Gretchen made the motion to approve the minutes from April, Terri seconded, all in favor.

III. Officers' Reports

John Metzger / President

- **Cooperative Marketing Partnerships**
 - John, Nola, and Becky will be attending the Vista Works luncheon.
- **Ride the Rockies**
 - Matt said there will be a site visit on Thursday, he won't be able to go. He said Candy Meehan will be there. Bernice said she will be there as well.
 - John said the chamber doesn't have much involvement but is a supporting entity.
- **Norwood's Dark Skies**
 - John reported the dark sky group is in need of more members to maintain Norwood's dark sky status. None of the steps needed to maintain the status are being performed.
 - Terri wondered if reaching out to the school's science teacher to see if they could get more involvement from students.
 - Deb Stuber is looking to create a regional dark sky reserve for the entire West End, including Norwood.
 - Bob asked if there was any way the chamber could reinvigorate the dark sky advocate group.
 - Nola mentioned she met with the group and suggested creating an actual Norwood Dark Sky Facebook page. As far as the FB groups, she told them it would be best to pick one group, stick with that and delete the less effective group. She also mentioned creating a legitimate website for the group, not just using the CU Boulder site. The group told her they are working on a regional dark sky reserve status and would rather the website cover that. She said the chamber has given them an entire page dedicated to dark skies on the chamber's website, along with writing blogs, regular social posts and even running ads in magazines to promote Norwood's dark skies. She doesn't know what else the chamber can do to promote the group.

- Nola thinks the group should have more events and workshops to get more folks involved by physically doing things like looking through telescopes and photography. She said the group has missed every single opportunity to promote including April's dark sky week and past June's dark sky months.
- Nola also pointed out that the group's meetings could be problematic as they are on the same night as other group's meetings, including the library and Park & Rec. This could be why they are having a hard time finding volunteers.
- Nola thought there could be volunteer opportunities for those needing community service hours, including high school seniors.
- John said Carrie is pushing for the library to be the official location for an observatory.

Nola Svoboda / Secretary

1. Marketing Report; website and social media

- Nola reported the website is up overall, with viewership growing around 200 users monthly, month over month. The hunting blog remains the top page behind the home page.
- Nola's next blog for the three-part series is a feature on the Unaweep-Tabeguache Scenic Byway, looping Norwood in to help boost SEO and appear in search results when folks search for info on the byway.

2. Stargazing

- John and Matt spoke with the county and confirmed they are contributing to the Stargazing
- John would like to reach out to Gateway Canyons to get them on board. Nola has seen they are active on Instagram and will reach out through that medium.

3. Magazine Ads; Spoke & Blossom

- Nola followed up with S&B. They offer digital ads on their website as well as influencer type social media posts which, for a one-time fee, they highlight your business/destination in a singular social post. They also offer spaces within their email newsletters. Nola doesn't think they have a large enough audience to do any digital advertising, but it's something to keep in mind in the future.
- Nola did ask S&B about the fall issue and whether or not they cover hunting or fall colors. They said they might be open to covering something.

Gretchen Wells / VP

1. Planters on Main Street

- Gretchen said we have six planters the Chamber needs to plant. She will plant them for free but needs money for the flowers.
- Gretchen also needs volunteers to help her plant flowers.
- Business advertising opportunities on the planters
 - Gretchen thinks these plaques are a great opportunity to make some revenue.

2. Banner on Main Street

- Gretchen doesn't know what the hold up is. She said we already have the poles, but just need a CDOT engineer to look at them.
- Bernice said when the forest service added the forest service and CDOT signs it took two years.
- The Chamber has the insurance and the application needs to be sent to CDOT, we just need to talk with the town to get things rolling. Becky will follow up with Amanda Pierce.

3. Farmers Market

- Gretchen said the first farmers market went really well and hopes it continues to grow.
- Nola said Park and Rec had discussed the idea of doing a beer booth, or closing off Lucerne to allow open containers for beer, or have a small social gathering at The Livery. Nola said Park and Rec will be forming a committee and invited Gretchen to join and help out with details.

Terri Lamers / Treasurer

1. Treasurer's Report

- The beginning balance for April 1, 2021 was \$6,781.34. Deposits of \$100.00 for dues and \$0.05 interest were credited to the account. Lodging tax received was 266.34. Disbursements of \$350.00 were made, making the balance on April 31, 2021 \$6,797.73.

2. Membership Drives

- Becky talked about researching membership drives and will be working on a proposal for the chamber. July is when the town starts getting their annual business signups. Currently there are 41. Becky has business names to start a membership drive with.
- Becky also mentioned Total Image Salon will be rejoining the chamber and Tanya Morlang expressed she would like to be on the board.

Bernice White / Member At-Large

Nothing to present

Matt Mogg / Member At-Large

Nothing to present

Becky Hannigan / New Member At-Large

1. Summer Baseball Tournament

- The tournament is confirmed for July 22-25th.
- Becky is trying to figure out why the tournament has to pay for bathroom cleaning at the fairgrounds, but not down valley or in Telluride.

- Becky will be attending a fair board meeting next week and will learn more.
- Becky mentioned she would like to have a sheet that lays out all of the events that come in the summer so that businesses know what's coming and can be more prepared.
- Becky found out the library has the community calendar software program available.
- Becky also wondered if the chamber could put up banners on each of the welcome to Norwood signs which would help promote events.

IV. Old Business

● New RV Park

- John asked whether or not the RV park would be paying lodging tax. Gretchen will check on this.

● Banners

- Becky asked if in addition to the Main Street banner, if the chamber could utilize the welcome to Norwood signs to hang banners welcoming people to town for events or for seasons, "welcome hunters," "welcome bikers." This would be a good opportunity for the baseball tournament and rodeo.

● Visitor Center

- Nola thinks the board should have a session to decide what the chamber would like to do with the space, then talk to Carrie to find out what the chamber is allowed to do.
- Terri said after we have a better idea, we can likely budget for revamping the area. She also said compared to other visitor centers, the library space is very disappointing.
- Gretchen said the chamber has to remember that it contributed to the library and should have more say in the look of that space.
- There also needs to be more signage leading visitors from the highway to the library. There is nothing outside of the library that indicates there is a visitor center anywhere.

V. New Business:

● Star Spangled Saturday - June 26, 2021

- Terri thought Star Spangled Saturday would be a great opportunity for the chamber to welcome the school district's new superintendent as well as the new principal.

- **Community Conversation Cafe - May 19, 2021, 1:30-3:30 pm**
 - Becky said these are neat networking meetings. Becky plans on attending.
- **The Storage Shed**
 - John thinks the chamber should go through all of the Chamber's storage and take inventory.
- **Visitor Center on Google Maps**
 - John asked if it's possible to get the actual visitor center to appear as a location on Google Maps. Nola will look into it.
- **Wright's Mesa Water Education Day - June 5, 2021**
 - Candy would like to borrow the Chamber's PA system
 - John went to the meeting and said the water situation in Norwood is bad news and we are looking at water restrictions this year.
- **San Miguel Basin Rodeo**
 - Nola said the rodeo is officially happening and the board should be prepared for anything the rodeo may need.

VI. Public Comment

No public

VII. Adjournment: The meeting adjourned at 1:24 p.m.

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

Submitted by Nola Svoboda