

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
November 10, 2020, Lone Cone Library and Zoom**

I. Called to Order at 5:09 p.m.

Board members present in person and via Zoom were: Carrie Andrew, Terri Lamers, Nola Svoboda, Gretchen Wells, John Metzger

Guest Members present were: Kieffer Parrino, Erika Bush

II. Approve Minutes

John made the motion to approve the minutes from October, Terri seconded, all in favor.

III. Noel Night Discussion

- Nola mentioned Park & Rec is interested in participating in Noel Night.
- Katie Alexander is still working on some form of Santa.
- Stores are allowed to have people inside at 25% capacity.
- Should Noel Night be moved to warmer months? John mentioned Christmas in July, combining it with Star Spangled Saturday.
- Terri wondered if the fire department is also doing Santa.
- Nola wondered if by waiting to do an event in the summer might be taking our chances with the fact that the pandemic could last longer. We could be cutting our businesses short on revenue they are counting on in December.
- Is it worth it to the businesses to be open at 25%, we should ask the businesses if they think it's worth it.
- Kieffer wanted to know if historically Noel Night has been a boost for our businesses. And if it has, would cutting it down 25% make a difference? He said from his experience, it's about morale and celebrating the holiday season. Perhaps it comes down to focusing on the kids.
- Nola suggested making the event an entire day vs one night, giving the businesses an opportunity to make all of their revenue throughout the entire day vs a few hours, even with 25% capacity. Kieffer, Terri and Gretchen liked the idea of doing an all-day event on maybe a Saturday.
- Carrie wants to speak with Katie Alexander to find out her plans for Santa, then she would like to create a survey to get an idea of business participation interest.
- Gretchen confirmed that the outlet at the pocket park is working.
 - Christmas Trees: Carrie would like to talk to the town about the possibility of Public Works taking over setting up and taking down the Christmas trees. Kieffer agrees that it could be a grassroots effort for everyone to work together.

IV. Treasurer's Report

- The beginning balance for October 1, 2020 was \$4,078.55. Deposits of \$48.28 and disbursements of \$350.00 were made, ending with a balance of \$3,776.83 on October 31, 2020.

- Carrie said the lodging tax meeting has been moved to December, so we should have the 4th quarter by then.
- Carrie believes the website and digital marketing have been the single most important use of funds, especially during the pandemic when there aren't any events.
- Carrie said a discussion for January would be whether to include all businesses and take donations for dues or to continue charging dues.
- Gretchen made a motion to approve the Treasurer's Report. Nola seconded, all were in favor.

VIII. Marketing Report

- Nola said not much has changed in terms of monthly stats, however Facebook reach and engagement is down a bit due to seasonality. Some posts perform better than others in terms of engagement. The posts that promote businesses and generic chamber type content doesn't perform as well as posts promoting things like recreation, scenery and animals.
- As for the website, visits are also holding steady, however the website is seeing more local traffic than from other places.
- Nola thinks the capitol Christmas tree would be a good topic for the blog to help drive traffic to the website.
- Nola will create a board member recruitment post for social media, she said she just has to figure out what image to share that fits the message. Carrie said she would cross post it through the Library.
- Nola will create an email to send out to businesses about the annual meeting and will include the blog about joining the board encouraging people to nominate themselves. She will need the date of the annual meeting in order to send the email.

V. Old Business

- Board Member recruitment: Blog is out, the chamber will put out an email to all businesses about the annual meeting with a link to the blog.

VIII. New Business:

- 2021 Chamber Goals
 - Further branding:
 - John asked how we should incorporate a new messaging and tag line, and what to do next.
 - John wants to find a way to patch through and take a breath with our new strategy while we settle into new leadership.
- Succession planning
 - New officers
 - Terri and Nola are willing to stay on in their current capacity.
 - Nola sent a list of her duties to clarify what she does voluntarily for the chamber and what she is contracted to do.

- John is not interested in being president. He would like to see the new owners of the Lone Cone to join in 2021.
 - Carrie said since the chamber can't do events, it might be nice to add more pages to the website. John thinks social media will be even more important.
 - Carrie wonders how much of the chamber's capacity it is to push new business development forward, vs marketing and promoting.
 - John believes someone who hasn't been a member shouldn't jump into presidency. He had the idea about a co-presidency. Gretchen would be more than willing to step into a temporary presidency role.
 - Carrie suggested a Chair and Vice Chair, and perhaps a new position of Event Coordinator.
 - Transfer of President responsibilities
 - Carrie is currently an admin on the Facebook page and currently manages the email. She doesn't mind staying on the email and Facebook page because she knows there will still be questions.
 - Carrie is willing to continue posting community updates and answering questions.
 - Nola said anyone else who wants to be an admin on Facebook is welcome to.
 - Gretchen said she might be able to take on the responsibility of answering emails. Carrie will get Gretchen the email password.
 - Carrie said she has been using the library's Zoom to run the meetings through. She has been setting them up and would be willing to continue creating the meetings through the library. Gretchen will check on being able to use the town's Zoom account also.
 - Kieffer thanked everyone who has been involved with the town, chamber and WEEDC during the pandemic. He said he thinks the discussion and communication is beginning to come together.
- December Lodging Tax meeting
 - Budget
 - 2021 Goals
- December Annual General Membership meeting
 - How do we drum up more attendance?
 - Will the meeting be on Zoom?
 - Can we take polls during the meeting?
 - Nola will present some key stats and highlights throughout the year.
 - Carrie said that as we talk to businesses about Noel Night we also talk about the annual meeting, that we need more members and for them to participate.

X. Adjournment: John motioned to adjourn, Gretchen seconded.

Adjourned at 6:30 p.m.

Next Chamber Executive Board Meeting: Tuesday, December 15th, 2020 at 12:00 p.m., at the Lone Cone Library and Zoom.

Submitted by Nola Svoboda