

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
November 9, 2021, Lone Cone Library

I. Called to Order at 12:04 p.m.

Board members present in person were: John Metzger, Gretchen Wells, Nola Svoboda, Terri Lamers, Becky Hannigan

Guest members present were: Laura Anthon, Kris Holstrom

II. Approve Minutes

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

III. Officers' Reports

John Metzger / President

● **Lodging Tax / Grants**

○ **Kris Holstrom**

- John was hoping to come to the meeting with a \$25,000 check from the county, however the county commissioners reviewed the request for the community grant, but they were not ready to write a check and wanted more detail.
- Kris said there was a misunderstanding on how the community grants work. Average size is about \$4,000.
- John and Kris had a conversation about bigger ideas and goals.
- The county commissioners are very supportive of what the chamber is trying to do and its goals and helping wherever they can, there just isn't an avenue for the grants.
- The commissioners want to help further the economic vitality of Wright's Mesa and the county.

○ **Telluride's Lodging Tax Election Results**

- John mentioned the chamber being interested in bifurcating the county lodging tax to redistribute and better reallocate those funds. He said the chamber is confused by Telluride's recent election result changes to the lodging tax and how it affects Norwood.
- Kris said the election results should not affect the chamber at all. She said the funds that come in from a specific area have to be spent in that specific area. The Town of Telluride voted to pull out of the county lodging tax to create their own lodging tax and Norwood would still receive everything from the R2 school district.

- John asked where the regional or unincorporated lodging tax outside of Telluride would go. Kris said that tax would still go to the Telluride marketing. The way it was set up precludes and reallocation without going to the voters. Any changes to reallocation would have to be done on the ballot.
- Kris will find out how much unincorporated lodging tax exists to give an idea of value and the chamber can go through there.
- John mentioned that the unincorporated R1 voters didn't get to vote and perhaps reallocating those funds is something the R1 and even the R2 voters would want to vote to put their marketing dollars in a different place, and the unincorporated funds could then be redistributed on a county-wide level, which could include John's ideas of a more broad regional marketing effort.
- Kris said Lance is on the Lodging board and they will get the value numbers. The funds have to be spent on marketing and promoting tourism.
- Kris said that no matter what happens with future votes on lodging tax, she asked if there is a need for education for short term rentals in our R2 school district, such as an AirBnB 101, to help short term rental owners learn and understand what they need to do so those funds actually make it to the chamber.
- Gretchen mentioned that she had just received a renewal to register her AirBnB again, and asked Kris how they are monitoring those short term rentals.
 - Kris said they monitor those who are registered. They are a complaint based county and rely on others to report issues.
 - It's important to register because the money comes back to the community.
 - Kris said the county has not historically taken an administration fee out of the tax funds that she knows of.
 - Gretchen wonders if everyone is registered, Kris said she would get a number of the total short-term rentals on the R2 district.
- Terri reported that \$142,000 was collected. Telluride's R1 district received \$139,800 of it and Norwood's R2 district received just under \$1,964.00. John said that will likely look very different now that Telluride proper has pulled out of the county lodging tax.
- Nola mentioned that if there is a county-wide vote, perhaps the tax that has to go to marketing and tourism, perhaps other entities such as the library and Park and Rec could also benefit from additional marketing budgets.
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- **Vista Works/Self-Guided Tours**
 - The chamber is contributing to the Colorado stargazing project with a \$60,000 matching grant from the Colorado Tourism office, which is divided up between various regions around the state. The grant was awarded.
 - The UT Byway 30th anniversary celebration happened in October. They published a brochure with a self-guided tour which the chamber will have available in the visitor center area.
- **Downtown Visitor Center**
 - John mentioned the fire department is looking into purchasing land next to the forest service building. His idea is to have public safety/economic development/tourism all in one place. He said that the chamber could team up with the fire department to utilize space within a new building and possibly utilize interns for staffing.

Terri Lamers / Treasurer

- **Treasurer's Report**
 - The beginning balance for October 1, 2021 was \$6,173.18. Deposits of \$0 were credited to the account. The chamber received 2% interest. Disbursements of \$627.68 were made.. The balance on October 31, 2021 \$5,545.34.
 - Terri mentioned the chamber has around \$4,000 that will carry over to next year. She mentioned the possibility of advertising or marketing blitz. She mentioned possibly advertising in AAA magazine.

Nola Svoboda / Secretary

- **Marketing Report; website and social media**
 - Nola asked the board to start considering businesses to feature for quarterly business feature blogs.
 - Nola doesn't want to write a full profile, but focus on three businesses and write short features on each business with a section about the business, a summary of services/products and why people should visit.

Gretchen Wells / VP

- **Banner On Main Street**
 - Gretchen hasn't heard back from Demian Brooks about the banner poles except that he liked the banner.
 - Nobody has heard back from the state about doing an inspection.
 - John said there is probably no point in executing the design of the banner until the banner poles are approved.

Becky Hannigan / New Member At-Large

- Nothing to present beyond Noel Night planning

Matt Mogg / Member At-Large

- Not present

Bernice White / Member At-Large

- Not present

IV. Old Business

● Noel Night

- Becky updated the board on the status of all the activities via the spreadsheet.
- The Grand Marshal needs to write a bio that will be read at the start of the parade. Grand Marshal also needs a ride. Vince has a convertible but will be Santa so there would need to be a driver.
- The Christmas trees will need to be put up on the light poles along the highway. SMPA handles installing them, just need some volunteers to help get them out of the shed.
- Terri will be running a hay bale ride around town from 5-7pm.
- Nola reported that there will be a craft fair at The Livery and there may be music outside. The band idea/First Friday idea isn't happening due to COVID concerns the county mask mandate impacting the number of people who might attend. Lita asked if there would be anyone displaying art and Nola told her the chamber hopes that businesses would be willing to participate in displaying art as they have in the past.
- Terri suggested doing a drawing in which people could go into every business and get a stamp. The chamber still has a \$100 Clark's gift card to give away. Gretchen said the town used to do it every year, but a lot of businesses started to complain. Terri suggested doing a box in each business where people could enter to win. To help the businesses and prevent people from running in and just entering the drawing, Nola suggested that people have to make a purchase to enter.
- Nola reiterated the purpose of Noel Night is to be an economic driver and give businesses a boost during the holiday season. She said it's like any other downtown/chamber/economic development event, if the businesses want to participate, they need to participate. If they don't, then they miss out on the opportunities the event brings.
- Laura mentioned the library was concerned about a competing cookie event. Perhaps there are local candies that could participate such as Ruth's Toffee.
- Gretchen still doesn't have carolers yet.
- Nola will finalize the posters and send them to Scott's printing for Terri to pick up on Tuesday, Nov. 16.
- Business decorating contest, Terri or Gretchen will get a plaque ordered.
- Nola will add information about the drawing, the decoration contest and businesses participating with discounts to the blog.
- Parade lineup and registration will be at 5:45pm-ish at Town Hall.

V. New Business:

- **Annual Meeting - December 14 at 6:30pm (tentatively)**
 - Becky will take the lead on forming a committee, Gretchen will assist.
 - Nola said that two years ago Maggie's Pizza catered and Linda Avery picked up wine at Local Liquor.
 - Laura will check to see if a room is available
 - The event is only open to members and will be invite only for the purposes of wine/beer.

- **Christmas Trees on Main Street**
 - Gretchen said the chamber needs to get the trees out of the shed, it's up to the town to coordinate with SMPA to get them up.
 - Terri said Amanda will talk to Patti about the date the town plans to put the trees up.

VI. Public Comment

- No public comment

VII. Adjournment: The meeting adjourned at 1:35 p.m.

Next Chamber Executive Board Meeting: Tuesday, December 14, 2021 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda