

**Norwood Chamber of Commerce of Wright's Mesa**  
**Executive Board Meeting - Minutes**  
**October 13, 2020, Lone Cone Library and Zoom**

**I. Called to Order at 12:05 p.m.**

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

Guest Members present were: Kris Holstrom

**II. Approve Minutes**

There were no minutes from September's strategy meeting to approve.

**III. Treasurer's Report**

- A. The beginning balance for September 1, 2020 was \$3,979.12. Deposits of \$851.85 and disbursements of \$752.42 were made, ending with a balance of \$4,078.55 on September 30, 2020.
- B. Terri made a motion to amend the minutes via email with the updated financials for September. John seconded, all were in favor.

**IV: Discussion of Chamber Messaging Framework**

Following up from September's messaging strategy session.

Review Taglines:

- Nola reiterated the difference between slogans and hashtags and finding ways to combine them. She also added that when choosing a slogan, the chamber may potentially use it for social media and should consider a slogan that isn't overly popular as a hashtag on social media. She added "Colorado Redefined" to the list of slogans.
- Carrie mentioned "Pioneers Redefined" was part of the original West End branding.
- Eliminate: "Play, Eat, Stay," "Live Local, Play Local," "NORCO81423," "Room to..." "New Pioneers"
- Keep: "Dark Skies Bright Future, "Colorado Redefined"
- Nola thinks the chamber should continue exploring slogan ideas, John said it wouldn't be a bad idea to have a few.

About Us:

- Carrie feels the paragraph John created is too long and could be edited down.
- Carrie and Kris agree that Norwood doesn't need to describe Telluride, just state it's near. And "just passing through" should be removed. Linda said she's had nothing but positive feedback from stating Norwood is just outside of Telluride.
- John likes the concept of a "basecamp for year-round recreation."
- John will revise the current "About" paragraph with everyone's suggested changes.

## **V. Recruiting New Board Members**

- Carrie said she will be stepping down from the chamber board. She would like to remain involved in SPARK and other community endeavors. She will continue to be involved as a member and will provide any history or knowledge needed.
- Carrie told the board to speak with chamber members around town and encourage them to join the board. She said there could be a change in the bylaws stating that a board member cannot be president until they've served on the board for X number of years.

## **VI. Discussion of Pioneer Day**

- Terri said Pioneer Day has a lot of pieces, but overall went smoothly.
- Carrie thinks going forward that Pioneer Day is inherently exclusive, meaning that anyone who's family wasn't pioneers, will never be honored. She asked, how could the day become more inclusive while retaining the history and heritage? Gretchen reminded the board that Pioneer Day is always open to everyone. Carrie wants to find a way to make the newcomers feel welcome so they feel inclined to participate.
- Terri said it was tense and it got ugly from certain people, but the people that were in the parade love their president and their country, and people that want to hate are going to hate.
- Carrie said it feels divisive at this time in history and that people started putting patriotism in one political party instead of another. She says she struggles with the meaning of patriotism having been born in another country. The pandemic didn't help and also has made things divisive so people chose not to put their floats in and not to gather.
- Kris suggested looking at Norwood's new messaging to see what themes come from it in honoring the traditional and past and invite the present and future. She thinks there is a huge amount of common ground that can reinvigorate and heal the community.
- Nola stated, being new to the community as well as an outsider, that Norwood itself is a very exclusive community. Meaning that it is very hard to come into Norwood's community as an outsider. She said the parade itself doesn't offer a reason for anyone like herself to attend, unless they have heritage in Norwood or kids. She suggested creating another event that is inclusive for all, and/or creating more events that aren't just geared toward older community members and those with kids. More events such as disk golf or pickleball tournaments, or event's like Park and Rec's Chili Cookoff last year. Terri thought the Chili Cook Off was a great addition.
- Carrie thinks there could be more involvement from other organizations to help put on events throughout the day.

## **VI. Discussion of Noel Night**

### **Friday, December XX, 2020**

- Carrie said there needs to be more organization of plans and of who will be doing what. She will send out a list of tasks.
- Carrie discussed who to honor as the grand marshal.

- Nola asked how the grand marshal is chosen. She mentioned it feels similar to Pioneer Day royalty and honoring an older member of the community. She said it could be an opportunity, being a chamber event, to be more including by possibly honoring a business or business owner.
- Carrie will send out a Doodle Poll to find a time for everyone to plan Noel Night.

### **VIII. Marketing Report**

- Blog topics for October and November will be a chamber board member recruitment piece to encourage business owners to want to join the chamber board, and a blog about Noel Night to encourage more participation from businesses and the community.

### **VIII. New Business:**

- Kris Holstrom mentioned the upcoming Club 20 meeting. She also followed up with CDOT about speed limit signs within town limits, the signs have been approved on the state level. She will also follow up with Sheriff Masters about working with the Norwood Marshal to place a vehicle in town.
- Update from Kris on progress on the land south of the library: The Telluride Foundation didn't get the grant to help them move forward, but they are moving forward without the grant. The county has signed the MOU, but the Telluride Foundation is taking the lead.
- John touched on the fire district's new Wildland Regional Center plans. He believes it's something that should be on the Chamber's radar because it brings opportunity for business development, smart growth and building public safety infrastructure. The fire district would like to contract out for wildland fires and fire mitigation, this brings a lot of revenue to Norwood's fire district.
- Carrie mentioned there is a Economic Recovery Meeting this Friday, focused on retail. Kris said it's open to retailers who would like to share specific successes from the summer as well as plans and future concerns. She also mentioned Black Hills Energy is planning on offering rebates for outdoor heaters.
- Carrie brought up the upcoming lodging tax meeting and who might want to attend. She mentioned any board member may attend.

X. There was no motion to adjourn.

**Adjourned at 1:26 p.m.**

**Next Chamber Executive Board Meeting:** Tuesday, November 10th, 2020 at 12:00 p.m., at the Lone Cone Library and Zoom.

Submitted by Nola Svoboda