

Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
October 12, 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, Matt Mogg, Becky Hannigan

Guest members present were: Laura Anthon

II. Approve Minutes

Becky made the motion to approve the minutes from September, Matt seconded, all in favor.

III. Officers' Reports

John Metzger / President

● **Lodging Tax / Grants**

- John applied for the \$25,000 San Miguel County grant. He mentioned the chamber could be looking at alternate sources of funding beyond making money off of \$50 memberships and the lodging tax.
 - The county needs two past year's budgets to present to the county. Terri will send those to John.

● **Vista Works / Self Guided Tours**

- Productizing things such as t-shirts, self guided tours and monetization.
- Montrose air traffic has increased. John would like to see an official car show, Gretchen reminded everyone it would be for Pioneer Day.

○ **Visitor Center**

- Carrie installed a new shelf where the table is. The board discussed what to feature in the shelves.

Terri Lamers / Treasurer

● **Treasurer's Report**

- The beginning balance for September 1, 2021 was \$6,986.08. Deposits of \$50.02 were credited to the account. Disbursements of \$812.90 were made, making the balance on September 30, 2021 \$6,173.18.

○ **Brochures**

- Terri ordered 1,500 brochures. Some came folded in half, not tri-folded, she said anyone could help fold them.

Nola Svoboda / Secretary

● **Marketing Report; website and social media**

- Nola recapped her email report and talked about how difficult Facebook has made it for business account post's to reach people. She reiterated

about how Facebook's goal is to encourage business accounts to advertise. In doing so, Facebook has decreased the amount of organic reach of business account's posts in an effort to get business accounts to advertise or boost posts instead. She mentioned how this has hindered small businesses who do not have large marketing budgets to spend on advertising.

- Laura mentioned the library and Dark Sky are having a Star Party on October 29 and asked if the chamber could help promote the event. Nola said she would share the event on social media and put the event up on the chamber's website events.

Gretchen Wells / VP

- **Noel Night - Dec. 3**

- Gretchen would like to work with Nucla/Naturita to attract more of their floats
- Nola presented her ideas about making Noel Night more eventful and partnering with Park and Rec to co-sponsor events, possibly once a month art walk combined with music at The Livery. She asked the board, if the budget allows, if the chamber's sponsorship of the event could cover the cost of the music at The Livery.
- Art Walk / Holiday Bizarre
 - Bob Franceze could bring art from his stores.
- Gretchen said there used to be carolers
 - Laurel Hendrickson caroled last year
 - Vista's may be able to help.
- Hay bail wagon rides - who might be available?
 - Rowdy / Jubilee
- Fire department is hosting a chili cook off on Noel Night
 - Amature and professional alike.
 - Matt will get back to everyone about what time it will start.

- **Banner On Main Street**

- Demian Brooks told Gretchen the state wanted to know that the chamber had insurance as well as apply for the licenses to put the banners up.

Matt Mogg / Member At-Large

- **Housing Advisory Committee**

- Matt resigned from the committee. However, they are moving forward with getting approval of plans and pre-selling of lots. Plan is to start breaking ground next summer
- Fire department is going to offer community CPR twice a month. There are four CPR instructors on the department. The chamber will help promote the classes.

- Wildland fire is moving forward. John said they are working on creating a legitimate business.

Becky Hannigan / New Member At-Large

- **Banners**
 - The chamber needs to decide on photos and verbiage for the middle part of the banner.
- **Logos On Planters**
 - Revisit planters in February and create a flyer for businesses to advertise on the planters.

Bernice White / Member At-Large

- Not present

IV. Old Business

- No old business

V. New Business:

- **Noel Night**
 - See notes under Gretchen Wells
- **Monthly Music Series with Park and Rec**
 - Nola asked if the chamber would be interested in sponsoring by covering the cost of bands/music/artists for the monthly events if the budget allows.
 - Terry says there isn't much room in the budget for the remainder of the year, but depending on the cost of the bands, it could be feasible.
 - Becky asked if Park and Rec could do a survey of the type of music the community would like to see.
 - Becky mentioned the Spor Brothers are always playing and quite popular.

VI. Public Comment

- No public comment

VII. Adjournment: The meeting adjourned at 1:03 p.m.

Next Chamber Executive Board Meeting: Tuesday, November 9, 2021 at 12:00 p.m., at the Lone Cone Library/Zoom.

Submitted by Nola Svoboda