

**Norwood Chamber of Commerce of Wright's Mesa  
Executive Board Meeting - Minutes  
September 14, 2021, Lone Cone Library**

**I. Called to Order at 12:08 p.m.**

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

Guest members present were: Carrie Andrew, Laura Anthon, Amanda Pierce, Bill Plock

**II. Approve Minutes**

Becky made the motion to approve the minutes from August, Gretchen seconded, all in favor.

**III. Officers' Reports**

**John Metzger / President**

● **Lodging Tax**

- Gretchen had a discussion with Delaney Young who said Telluride will not be allowing any more short term rentals. Gretchen asked Delaney to help champion Norwood because of the fact that Norwood is now housing Telluride's employees.
- John has a vision of bifurcating the STR tax from Telluride.
- Nola mentioned real estate brokers are housing clients in Norwood until they find a place in Telluride. She also mentioned there is an article in the paper about limiting short term rentals in Norwood.

● **Tax Designation**

- John said the chamber is a 501c3 and would like to be a 501c6. He asked Carrie for a history behind that.

● **Grants**

- The El Pomar grant went directly to the roping club.
- John said the chamber will need \$500 for the Dark Sky grant.
  - Carrie asked if Laura could get in on those meetings as part of her job with the library.

● **Bob Franceze Development**

- Amanda stated the town has not yet received an application. She said until the town receives the application .....
- Gretchen said Bob would get the application into the town this week.

● **Bill Plock - Ride The Rockies**

- Bill owns 303 Endurance, a marketing firm in Denver who will be working with Channel 7 in Denver on stories.
- On his way to Norwood, he did a drone shot of the Norwood Hill Climb.
- Bill spoke about the stories he had heard about the Norwood portion of RTR and asked to learn more.

- Gretchen told her story from working the beer booth for the ride. She said people came in dangerously hot because there was no water at the bottom of Norwood Hill. The wildland fire volunteers brought the water to the bottom of the hill and also sprayed the riders with water.
- Amanda mentioned the town had been prepping Norwood's businesses as to the number of riders. She talked about what happened when the event's caterer dropped out. The town administrator, Patti, reached out to all of the local restaurants to find out what they could do to help feed the riders.
  - Clark's made ribs, the Lone Cone said they could do 500 meals, and the divide said they could do 300 meals.
  - She said they called businesses in Montrose and Telluride and got a hard stop.
  - She called the West End and said Redd's Market donated sandwiches.
  - There was nobody available to serve food. So everyone stepped up to help serve food.
  - Pulled together 2800 meals in less than 12 hours.
  - Lone Cone Livestock Club unloaded 3 semi trucks of luggage.

**Terri Lamers / Treasurer**

- **Treasurer's Report**

- The beginning balance for August 1, 2021 was \$5,833.13. Deposits of \$1903.10 were credited to the account. Disbursements of \$750.00 were made, making the balance on August 31, 2021 \$6,986.08.
- Terri reported on the annual budget
- She also said Square has been successful for people renewing their memberships.

**Nola Svoboda / Secretary**

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

- Nola said she had updated the website to the most current Wordpress version, PHP as well as the theme and plugins.
- She mentioned that reach and engagement has declined dramatically, which she believes is due to the censorship and privacy issues that have risen over the past couple years. She believes people are leaving the platform as well as just not tuning in as much.
  - Nola is keeping an eye on upcoming social platforms the chamber could eventually migrate to. She said TikTok would be the best next platform, however because of TikTok being owned by China

and all of its data being sent to China, she would rather not go that route.

- Amanda agreed that TikTok doesn't seem like it would be the right platform for the chamber.
- Nola mentioned as she drove around to gather content for the August fall colors blog, that she stopped into the store at Groundhog Reservoir and they said they had a very slow summer, which surprised her.
- Nola also mentioned Norwood had a very good mushroom season and that could be an idea for a future blog. She's hesitant to promote the area to mushroom hunters.
- John would like to see more self-guided tours on the website.
- **History of Pioneer Day Blog**
  - Nola needs information about Pioneer Day to be able to write the blog. She mentioned at the rate she is being paid to write and post blogs, it doesn't allow time for interviews. She needs to be able to find readily available information that she can compile and work from.
  - Carrie said there is a book of the 80 years history of Pioneer Day
- **Pioneer Day Poster**
  - Nola asked the board if they thought her design of the rodeo ad would work for the Pioneer Day poster.
  - Nola volunteered to design the poster and have it done this week.
  - She mentioned the past posters have taken upwards of 20 hours to create and she would like to simplify the design to make the design time faster.
  - She also said she had been waiting on other groups to find out if any other events would be happening during Pioneer Day so she could add that to the poster.

## **Gretchen Wells / VP**

- **Farmers Market**
  - Farmers Market is done for the season due to lack of vendors. Gretchen has been talking to vendors from other markets to see if they would ever be interested in coming to Norwood.
  - Becky suggested a volunteer who has one main table to manages selling everything for the producers.
  - Becky also said to not do the market on the same day as Nucla's market because we may be able to attract those vendors. She said Nucla's farmers market was rocking and they even had a dj playing music.
  - Amanda mentioned Nucla has farmers market dinner specials during the market. She said Norwood businesses could have specials on that night.
- **Mountains to Desert Ride**
  - Gretchen said the JFK Mountains to Desert may not happen due to low ridership.

## **Matt Mogg / Member At-Large**

- Not present

## **Becky Hannigan / New Member At-Large**

### ● **Banners**

- Becky presented a photo from Coach's Mother for her idea for the banner.
- Becky said the caveat is that anyone who puts their events on the side panels goes through the Coach's Mother for their part because it's crucial that the materials remain the same, otherwise they cannot guarantee the banner will hold up.
- Nola asked that if someone doesn't want to put their portion up, if the chamber has the opportunity to add its own images to fill those spaces.
- Amanda said that the town is still waiting on Demian Brooks for the engineered plans and that the state won't supply them. She said the state refuses to supply the town or anyone else with previous engineered plans, that they need to come directly from Demian or the land owner, then the state will provide specs, which will be returned to Amanda, who will then provide them back to the state. She said Demian has everything ready, it's just a hold up with the engineering plans.
  - Carrie said she would get in touch with Demian for the plans.
- The town has to submit a permit to the state for every event, 30 days before the event.

### ● **Membership Drive**

- Becky sent out a revised draft. She needs to get a list of the businesses, what month they paid, if they've paid, and if that is typically the month they've paid.
- Committee
  - The committee will be in charge of packets, contacting businesses, collecting dues, networking and finding out what they want the chamber to do.
- Networking
  - Could be the annual event, banquet or a fundraiser.
- Amanda is working on a business license drive, working with WEEDC. She said WEEDC just pulled a list from the state for Becky to work from.
- Nola will invite Becky to join the chamber's Hubspot CRM so she can view each of the chamber's members' information including membership dates, when dues were paid, when their membership expires, contact information and email correspondence. She said she would be happy to show Becky how to access this information.
  - Nola keeps all of this information updated in Hubspot to the best she can based on when Terri receives dues. She also sets up

each member's listing on the website to automatically expire at the end of the last month of their yearly membership.

- Ideas for weekly business spotlight on social media.
  - Nola talked about previously discussed issues with the pushback from businesses and spotlights with members vs. non members and all businesses.
  - Carrie said that if businesses don't provide content, they don't get featured, and mentioned the idea of putting ownership on businesses to provide content for the spotlight. They could even choose when they would like to be featured.
- Becky, Gretchen and Amanda said they would be willing to be on the membership committee, and that everyone should help.
- **Car Show for Pioneer Day**
  - Becky said she would put it in her list of things to do.

#### **Bernice White / Member At-Large**

- Not present

#### **IV. Old Business**

- **Visitor Center**
  - Carrie said she has a possible display shelf that she would donate to the chamber to be used in the visitor center space.
  - Carrie asked Nola if she could resend the Norwood Fall Colors video to be displayed on the tv.
  - Carrie asked if the chamber had made any decisions as to what they would like to do with the space.
    - John stated that the chamber would like to delay for now.
    - John also said there wasn't any clarity with the prior agreement.
    - Carrie said the library hasn't moved anything because she was waiting to hear if the chamber wanted to move any maps around.
    - John said he's a little hesitant to change anything due to the issues with future financing with the STR vote in Telluride and the future of the lodging tax.

#### **V. New Business:**

- **Pioneer Day**
  - John asked if there was someone available who knows how to run the PA system. Carrie said Evan might be able to, or suggested talking to John Dotson. She showed the board the possible locations of where it could go.
  - Gretchen said Bob was willing to allow the bleachers to be placed on his property.
  - Nola asked about how the chamber got involved in Pioneer Day and if the chamber is going to market the event, she would like to see Pioneer Day become

an event that attracts people for an entire day. She said Pioneer Day needs to include more activities and events for people who aren't long-time residents and/or don't have children.

- Nola mentioned she had talked to Park and Rec last month about hosting another event and that she had asked Shawn Fallon if he might be able to throw together a disk golf tournament to help bring in a different audience for Pioneer Day..
- Gretchen thinks the chamber should work on bringing back the car show and talked about the possibility of reaching out to Cars and Colors to see if they have any participants if they would like to participate in the parade.
  - Amanda remembers the parade was a big parade and it turned into a two part event as cars drove through the parade and then the car show continued afterward.
- Terri said the chamber needs to find judges for the parade. John appointed Terri and Gretchen to the committee.
- Gretchen said the chamber should start conversations for a car show in January.
  - Becky said she would put it in her list of things to do.
- **Library**
  - Carrie presented conceptual designs for outside of the library.
  - She said there is an opportunity to put in a digital information kiosk near the entrance. There could be a partnership between the library and the chamber to add information and content to the kiosk.
  - There will be a space for an observatory because that was the number one thing people wanted to see based on the survey.
- **Ballot Measure**
  - Carrie said the library and the town will be going on the November ballot to freeze ballot measures.

## **VI. Public Comment**

- No public comment

**VII. Adjournment:** The meeting adjourned at 1:55 p.m.

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

Submitted by Nola Svoboda