

**Norwood Chamber of Commerce of Wright's Mesa
Executive Board Meeting - Minutes
September 12, 2022, Lone Cone Library**

I. Called to Order at 12:03 p.m.

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

Guest members present were: Corbin Rider, Carrie Andrew, Amanda Pierce

II. Approve Minutes

Nola included the wrong link to the minutes in the email, approval of the August minutes will be moved to September.

III. Officers' Reports

John Metzger / President

- Not present

Gretchen Wells / VP

- **Corbin Rider - San Juan Mountains Association**
 - Corbin introduced himself and said the SJMA is partnered with the GMUG National Forest in Norwood to bring youth education events in the West End
 - Corbin lives in the area, splitting his time between Norwood, Telluride and Durango.
- **Banner**
 - \$50 banner hanging fee. LCLT has already paid.
 - Nola said NPRD might be interested in a banner and asked what hanging a banner over main street entails.
 - The banner fee is a revenue banner to cover the chamber's costs.
 - The board discussed various locations for hanging an additional banner on the west end of town.

Terri Lamers / Treasurer

- **Treasurer's Report**
 - The beginning balance for August 1, 2022 was \$10,729.55. Deposits of \$3,380.01 were credited to the account. Disbursements of \$858.00 were made. The balance on August 31, 2022 was \$13,251.56. There are outstanding checks for \$500 for the rodeo and \$1,130 for Coach's Mother.
 - Becky motioned to approve the treasurer' report, Bernice seconded.

Nola Svoboda / Secretary

- **Marketing Report; website, social media & blog**
 - Nola did a recap of her marketing report which she emailed previously to the board.
- **Discord**
 - Becky asked about the Discord server. Nola said it is all set up and ready to use. Carrie suggested getting all of the entities in one place to show everyone how to get on and use Discord. The board decided to announce a training that will be held at the library. Once all of the entities are on board and comfortable using Discord, it will be launched to the public.
 - Corbin suggested putting together an Instagram Reel to show people a step-by-step on how to use Discord.
- **Social Media**
 - Nola reported social media performance is doing well and a huge contributor to that is the performance of Reels on Instagram.
 - Nola said Norwood is moving toward the slow season for content, so she would like to promote businesses and other community happenings. She said that if anyone on the board comes across things to share on social media, to please send it her way.
- **Blogs**
 - Nola pointed out that she still had not received any featured business form responses from Retail members and had reached out to the board for direction and other topics to write about for the month of September. Because no one from the board had responded, she decided to use the \$300 that goes toward the blog and revamp the website's home page, which she said because it had been nearly four years since the home page had been revamped, it was in need of a fresh look.
 - The board decided to push the business feature blog to September and change the theme to Lodging in hopes the chamber's Lodging business members would be willing to fill out the form. Nola said she will do the last business feature blog of the year which will feature Services in December.
- **Update from Park and Rec**
 - Music on the Mesa - Nola said Daiva would like to attend the November meeting to speak with the board about the "Music On The Mesa" event she NPRD is planning for next year.
 - NPRD is currently working on building partnerships and sponsorships to help with costs and marketing of the event.
 - Terri said that if Snyder Ranches could ever get their act together to do more than just ranching, she would love to bring lamb to "Music On The Mesa."

- Carrie offered that NPRD got to the point where they needed more outdoor space, the library would be happy to partner and offered their amphitheater space.

Becky Hannigan / New Member At-Large

- **Banner**
 - Lock box on the side of the banner poles to drop everything so no one needs to climb anymore. Someone will have to help put the banner up and take it down.
 - Becky asked if the chamber could use the town for every set up and tear down. Gretchen said that goes through Randy and that he said he would help.
 - The chamber needs to let the town know about the date and time.
 - Amanda reminded the board that the chamber still needs to get wire instead of rope on the bottom one.
 - Becky said the chamber needs more rings-bolts.
 - Amanda said when the chamber needs to keep in mind Coach's Mother's turn around time. Becky said anyone can have banners made anywhere, however it won't be guaranteed by the Coach's mother portion.
- **Business Walk Arouns**
 - Carrie suggested asking business owners who might be interested in joining the board to fill out membership forms to they can be nominated.
 - Becky and Gretchen will plan walk arounds, Bernice said she would like to help.

Bernice White / Member At-Large

- The forest service would like to host the next quarterly business meeting.

IV. Old Business:

- **No Old Business**

V. New Business

- **Carrie Andrew - Lone Cone Library**
 - The library will be offering a program that will be coming to help entrepreneurs.
 - Carrie has a form that can be sent to businesses that would help gather information on what stages businesses are in and what they are looking for help with.
- **Mountains To Desert Ride**
 - Gretchen is looking for volunteers for the aid station.

- **Town Updates**
 - **Shop Local Campaign**
 - Amanda asked the board if the chamber would like to partner with the town again for the Shop Local event in November. She is planning for the event to run for the entire month of November. The board said the chamber would like to participate.
 - Facade improvement grants will reopen again in March or April.
- **Noel Night Banner**
 - The board would like Nola to create the side panel for the event. Can only advertise the event. No dates, no names or businesses. “Noel Night” “First Friday in December.”
 - Nola asked if it was okay with the board that she take the side panel she had already created and give it the holiday theme colors of the poster she created for Noel Night last year. Gretchen said to send it around.
 - Gretchen would like to see two side banners.
 - Amanda suggested for one of the sides, to promote the Shop Local campaign, with the dates saying “Month of November.”
- **Quarterly Business Meeting**
 - The board agreed to do the quarterly business meeting in November, which will likely be held at the forest service office.
 - Nola said this would be a good time to get the business participating in the Shop Local campaign to come to the meeting.
 - Carrie said it would be an opportunity to find new members who might want to join the board.
- **Annual Meeting**
 - Nola pointed out the annual meeting is a requirement and that the board needs to appoint a nominating committee during the September or October meeting. Gretchen said that will be done during the October meeting.
 - Officers have to be members to be officers.
 - Gretchen recommended the board look at the bylaws and discuss in October.

V. Public Comment

- No Public Comment

VI. Adjournment: Becky moved to adjourn, Bernice seconded, all in favor of adjourning. Meeting adjourned at 1:46 p.m.

Next Chamber Executive Board Meeting: Tuesday, October 11, 2022 at 12:00 p.m., at the Lone Cone Library.

Submitted by Nola Svoboda