**Del Norte Chamber of Commerce - Meeting Minutes 1-11-22**

Regular Board Meeting- 2pm, Tuesday, January 11, 2022

*Our Chamber of Commerce strives to promote the business and agricultural community, organize civic functions, and encourage tourism and economic development in our community.*

**CALL THE MEETING TO ORDER:** 2:04

**Attendance:** Elaina Brownell, Amy Engle, Ryan Scavo, Will Kreutzer, Julia York, Gene Glover, Adrienne Atencio

**Approval of Minutes:** December minutes approved.

**Approval of Agenda:** Agenda approved.

**Citizens Comments:**

Monte Vista Crane Festival (Amy to present on behalf of MVCF)

* 1. Business toolkits
  2. Sponsorship opportunities

**Consent Agenda Items:**

1. Treasurer’s report - Treasurer’s report presented. Discussion below:
   * + We are quickly getting to a place where we will be spending more than we have coming in. There are two new businesses signed up for the 1% program, so that will help, but we need to continue pushing that as a source of revenue.
   1. Is the December report posted on the website?
      * December report isn’t yet posted but will be soon.
   2. 1% oversight/audit
      * Don’t yet have anyone pinned down to provide this service, but we will continue to try to find someone to take a look at the program and give an opinion that what we’re doing is above board.
2. Membership report -
   1. Update on getting dues information ready to announce
      * On track for getting information out by February 1.
3. Marketing report -
   * + Top FB posts are the local business spotlights, and tour of lights
     + FB page visits are up, total FB page reach is 9,079, and 29 new likes for the month
     + Upcoming social posts will continue to focus on business spotlights, the passport program winners, announcing upcoming membership dues and new structure, and sharing MVCF business toolkit and sponsorship information.

**Committee & Chamber Reports:**

1. Town Hall Meeting - meeting is tomorrow night, Will will attend and give us an update next meeting.
2. 1% for a Better Del Norte
   1. Update on progress to sign up Carther’s and General Specific Store - General Specific store is now signed up for the program, Carther’s will be coming online on Thursday. So this will be a significant boost to the program. Will has heard back from Lowe’s corporate and there may be some possibility of them joining, as well as Simple Foods.
3. Events
   1. Kevin is looking into potential for bike events for the spring/summer
   2. Rhythms on the Rio is going for approval from town tomorrow, looks like it will be moving forward for this summer, the first weekend in August.

**Unfinished Business:**

1. DN Business Passport Series
   1. Feedback - Friday is the last day for the program, passports can be dropped off through next week and will draw winners on Feb. 1. We will draw three different winners to receive prizes.
2. Del Norte Publication
   1. Meeting to discuss branding and story list will take place on the 13th at 2pm.
3. Caboose
   1. Updates -
      1. Haefelis’ are open to ideas for ways we could make use of it and would be supportive.
      2. Does need some improvements, so that is something we could start looking into. Might want to include town or the school in efforts to help restore it.
      3. Might be good to try to have it staffed for big events like Covered Wagon Days and Rhythms on the Rio.

**New Business:**

**Adjournment:** 3:00