**Del Norte Chamber of Commerce - Meeting Minutes 9-14-21**

Regular Board Meeting- 2pm, Tuesday, September 14, 2021

*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:** 2:21

**Attendance:** Amy Engle, Will Kreutzer, Kevin Haas, Elaina Brownwell, Adrienne Atencio, Martha Williamson

**Approval of Minutes:** Minutes approved (Kevin made motion, Adrienne seconded)

**Approval of Agenda:** Agenda approved

**Citizens Comments:** N/A

**Consent Agenda Items:**

1. Treasurer’s report - Bank statements have been going to the wrong address - need to let them know. Treasurer’s report given.
2. Membership report - N/A
3. Marketing report - (Elaina) Presented IG/FB report from Big River Collective. Big spike around Covered Wagon Days, overall increase in page views and interaction with posts.

**Committee & Chamber Reports:**

1. Town Hall Meeting - N/A (no one attended the meeting)
2. 1% for a Better Del Norte
   1. Need to set up a work session this month to dedicate time to working on 1% program and contract.
   2. Plan to meet Tuesday, Sept. 28 at 2pm at Windsor
3. Events
   1. Oktoberfest
      1. Decision to cancel Oktoberfest 2021 - just seems like COVID numbers aren’t going in the right direction, so out of an abundance of caution, we decided to cancel the event this year.
      2. Planning for next year - we have shirts and mugs and will save them for next year, all other expenses will be refunded. Will made a good connection at another festival and they are willing to help us book talent for next year. Will revisit in spring of 2022.
   2. Scarecrow Bash
      1. Distribution of marketing materials/promotion
         1. Elaina has emailed everyone and has posters ready to go. Ryan is set to do social posts.
   3. Parade of Lights
      1. December 3, 2021 - Time to brainstorm ideas!!
         1. Fireworks should be good to go, town is still ok with the same spot.
         2. Should probably mirror last year’s event — a “Tour” of lights instead of a parade.
         3. Idea of doing a “shop local passport” type promotion to encourage people to shop at Del Norte businesses all month long and not just on the one night of the Tour (to help reduce crowding).

**Unfinished Business:**

1. Del Norte Publication -
   1. Emily Esterson met with the Board last week to discuss details. Overall great feedback on the meeting, we are going to move forward with this project.
   2. Next steps - We will send out a community survey to help inform branding/editorial discussion and then set a meeting time at the next regular DNCC meeting.

**New Business:**

1. Meet the Candidates
   1. Rotary would like to partner with us again on a meet the candidates event. Just need to pick a date and decide when and where.
   2. Will check with Rotary about 7pm on Tuesday, Oct. 5 at the HVCC gym as a date and go from there.
   3. Need to get an announcement in the water bills, in post offices and other spots around town and maybe South Fork, in addition to giving candidates a heads up and giving them a short list of questions.
2. Letter of support for the Monte Vista Crane Festival for a CTO grant
   1. Amy will draft a letter and send it around for approval. Board is in support.
3. Martha Williamson - Funding request for recreation etiquette videos
   1. Requesting $750 to wrap up the filming of a 5th recreation etiquette video.
   2. Started from a recreation roundtable initiative to help people get along better and use our public lands and trails responsibly. Video topics include:
      1. Side by side etiquette
      2. Dispersed camping
      3. Multiple use recreation (manage expectations)
      4. General trail etiquette - want to split into two videos….we are all out here to enjoy public land, so let’s all get along! Want to do some general tips on how to interact with different users (like equestrians).

**MOTION (Amy): To fund SLV-GO’s Recreation Etiquette video in the amount of $750. Seconded (Kevin) and passed unanimously.**

**Adjournment:** 3:42pm