**Del Norte Chamber of Commerce - Meeting Minutes 12-14-21**

Regular Board Meeting- 2pm, Tuesday, December 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:** 2:04

**Attendance:** Kevin Haas, Will Kreutzer, Amy Engle, Elaina Brownell, Adrienne Atencio, Ryan Scavo, Leigh Anne Lobato, Julia York, Mike Hurst, Sarah Stoeber

**Approval of Minutes:** November minutes approved

**Approval of Agenda:** Agenda Approved

**Citizens Comments:**

1. Presentation: Sarah Stoeber with Care and Share Food Bank for Southern Colorado

**Consent Agenda Items:**

1. Treasurer’s report -
   1. Report given, will be posted on website with minutes
   2. $12850 in marketing account $17095 in the general Chamber account
   3. Recommendation from Mike Hurst to find an entity/individual to provide an oversight/audit service to help create a level of faith in the 1% program — how the funds are coming in and how they are being distributed. Also to review the contract and the program as a whole just to make sure that there isn’t anything that we need to do differently.
2. Membership report -
   1. Dues will be reinstated for 2022
   2. Information will go out February 1 with a deadline for membership of March 31. Members will be responsible for providing photos, updated business information, fees, etc.
   3. Dues structure - Tiered dues structure based on the number of employees in each business:
      * 1-5 people - $100 per year
      * 6-10 people - $150
      * 10+ people - $200
      * Non-profits (regardless of the number of employees) - $100
      * Individual membership - $50
      * 1st year for a new business - $50
      * Chamber partnership - $500
   4. Members will be included in Chamber sponsored events, including the 2002 Business Passport program, Parade of Lights, Oktoberfest, etc.
   5. Chamber will assist with business marketing and promotional efforts
   6. **Motion to approve 2022 dues structure as presented. Motion seconded and passed unanimously.**
3. Marketing report -
   1. 420% reach increase from last month with a 36% increase in visitors and a 714% “like” increase. IG followers is now at 205 (increase of 35)
   2. Facebook moderation issues
      * We are going to delete the “community” tab and delete all the comments.
4. **Motion to approve consent agenda items as presented. Motion seconded and passed unanimously.**

**Committee & Chamber Reports:**

1. Town Hall Meeting
   1. Leigh Anne presented a brief overview of the meeting agenda.
   2. Town did agree to purchase paint for the D. We just need to find individuals to do the work, in conjunction with town. Recommendation to do the work in the spring.
2. 1% for a Better Del Norte
   1. Will to approach Carther’s and General Specific again about finalizing applications.
3. Events
   1. Parade of Lights
      1. About 60 cars participated, along with an increased number of residential and business locations. Fireworks were very good too and well-received.
      2. Improvements for 2022 - Bringing back the actual parade, and keeping the tour piece as “self guided.”
      3. Move the event back in December, to Friday the 16th. This will allow for more time for registrations for the Tour of Lights, in addition to being closer to the holidays.

**Unfinished Business:**

1. DN Business Passport Series
   1. Feedback so far - Three Barrel, Windsor and Raisin’ Rye have seen quite a few people coming in. Business owners seem to be happy with the program so far. No feedback yet from customers
   2. Business appreciation packages
2. Del Norte Publication
   1. Branding - will work on this offline between now and January 13th meeting.
   2. Production Schedule
      1. Developing a story list is our first deadline - Jan 30.
      2. Will meet 2pm Thursday January 13th to discuss the story list and finalize branding.
3. Caboose
   1. Will it need to be moved for the streetscape project?
      1. No, it does not. However, if we did want to move it, we would need to figure out how to actually get that done… with a crane or some such. We do have options to move it, we just need to discuss with the Haefelis’.
      2. Power is another consideration — there might be a way to get power over there when the streetscape project is done, we just need to decide what to do with it.
   2. Grant opportunities
      1. If we did something in coordination with HVCC, we might have more opportunities for grants.
      2. Also grant funds available for welcome centers (Tom Monaco)
   3. Ideas for future use
      1. Welcome center type thing?
      2. Small business education in coordination with HVCC
      3. Could be staffed only during high-profile events or high-traffic times of the year

**New Business:**

1. No new business

**Adjournment:** 3:30