**Del Norte Chamber of Commerce - Meeting Minutes 11-9-21**

Regular Board Meeting- 2pm, Tuesday, November 9, 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:** 2:11

**Attendance:** Will Kreutzer, Elaina Brownwell, Amy Engle, Linda Robinson, Ryan Methfessel, Susan Williams, Susan Stoeber, Ryan Scavo

**Approval of Minutes:** 9/21 and 10/21 - **need to have e-vote**

**Approval of Agenda:** Agenda approved

**Citizens Comments:** N/A

**Consent Agenda Items:**

1. Treasurer’s report - full report available online
   1. Do we want to put these reports on the website? - Yes. Will begin doing that.
2. Membership report - N/A
3. Marketing report -
   1. Socials - FB most popular referal source for website, new spotlight articles are driving lots of engagement
   2. Website - 163% overall increase in site traffic. Most viewership is from Del Norte, but large uptick in visitors from front range. Visitors spend most time on homepage, meet the candidates and members pages.

**Committee & Chamber Reports:**

1. Town Hall Meeting - Discussion of increase in sales tax to pay for paving streets, moving location of the firehouse siren. There will be more meetings about both of these things that are open to the public. Chamber recommends anyone interested in learning more about sales tax increase to attend meeting tomorrow night (11/10). Link to view meeting live/online will be available on the town website.
   1. Also, lots more to come on the streetscape project, next committee meeting is Thursday 11/18. Much of this should be available for public comment in the near future.
2. 1% for a Better Del Norte
   1. Carther’s and General Specific are both interested, just need someone to come walk them through the process of getting started.
3. Events
   1. Parade of Lights
      1. Fireworks donation post on website - Looking to spend $5,000 on fireworks, so we will install a “donate” button on the website to help generate funds, in addition to donations from individual businesses and possibly town.
         1. Need to put 40% down for fireworks contract, **will e-vote on this.**
      2. Press release - sent out
      3. Radio ad - Elaina will look into pricing
      4. Business contributions to stockings (goody bags) - can solicit donations for these when we go around to businesses to see if they want to join small business passport.
      5. Parade route - Will try to develop the week before (11/29)

**Unfinished Business:**

1. DN Business Passport Series
   1. Logistics:
      1. Prizes - people submit cards for a chance to win one of three prizes
      2. How to track - card with stamp/sticker/hole punch
      3. Which businesses want to be included? Will inquire with individual businesses
      4. When to initiate - Dec. 1
   2. Suggestion to use theme, “Pay it Forward” in our holiday events - maybe just a social post series?
   3. Best way to incorporate? Decided to hold onto this idea for next year — we have a lot of moving pieces with the Tour of Lights and the Business Passport Series.
2. Del Norte Publication
   1. Marketing Survey results — had a very good response. Lots of input and also diverse input from long-term and newer residents. We will be sharing some of this data with town and will also be using it to drive branding of the upcoming Del Norte Publication.
   2. Future marketing surveys — because of the response, we will be looking to develop more surveys in the future to continue to collect data and get input from our local community.
   3. Town collaboration
      1. Video features on town board members and their role in town government? Will approach town with this idea.
         1. If we move forward with this, propose partnering with BRC
   4. Next steps for magazine — Need a name! Then can move forward to branding and start to put together editorial. Board will throw out suggestions by the end of the week.
      * 1. DORT
        2. “Gateway” — more than that - as a destination we have historically been a pass-through area
        3. Sendero…
        4. Travelled paths, journeys, pathways -viajes
        5. *Destination Del Norte*
        6. Del Norte / Of The North
        7. River names? Braided Channels, confluence, eddies, headwaters, oxbow,

**New Business:**

1. Future plans for the caboose — is kind of getting lost in its current location… how can we put it to better use?
   1. Partner with HVCC to staff it during the high traffic months to provide information to visitors, and maybe sell ice cream, DNCC logo items, etc. serve as a Del Norte welcome center.

**Adjournment:**