

Del Norte Chamber of Commerce - Minutes 5-11-21

Regular Board Meeting-5:30 pm, Tuesday, May 11, 2020

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:

Attendance: Kevin Haas, Will Kreutzer, Adrienne Attencio, Elaina Brownwell, Amy Engle, Linda Robinson, Mike Hurst, David Garrison, Kevin VanDyke, Corey Hubbard, Julia York, Julie Wynder, Ryan Scavo, Sam Scavo, Martha Williamson, Becky Dixon

Approval of Minutes: n/a

Approval of Agenda: Agenda approved

Citizens Comments:

Consent Agenda Items:

1. Treasurer's report - No official treasurer's report to present. General overview: On top of the 1% program (\$28k +) which we are still looking to expand, DNCC is working with the Tourism Board to get the Tourism dollars allocated to Del Norte (\$12,750). The idea for using these funds is to create a tourism magazine that is focused on our area's resources and strengths, with business listings, maps, etc. Tourism money focused on getting people to stay in town.
2. Membership report

Committee & Chamber Reports:

1. Town Hall Meeting - Lots going on with sewer, water and streetscape projects. Will eventually be working on getting a treatment plant built per requirements from the State. David Garrison is interested in asking Town if they'd be willing to help get a sign on 160 directing drivers towards the riverwalk. Will is hoping to see where the riverwalk project stands in terms of getting the park ready for next summer and Rhythms on the Rio coming to Del Norte.

2. 1% for a Better Del Norte - Program is growing, would like to encourage more businesses to join. Ideas to spend these funds include helping with farmers' market, helping with trail stewardship and maintenance (in partnership with DIRT), helping with other programs that help lift up the town and provide an overall benefit to businesses, citizens and visitors to Del Norte.
3. Events - Still planning to hold Oktoberfest (September 24) and Tour/Parade of Lights and fireworks (December 3). Details TBD.
 - a. Ribbon Cutting for the General Store on Saturday 5/22 at 6pm, soft opening Friday 6pm. Food and drink will be provided.
 - b. David and Kevin proposed a town/community cleanup day - something to organize sooner rather than later. Will bring it up with town at the next meeting. Also interested in doing some block parties with car shows and other things to help bring more folks to town on weekends.

Unfinished Business:

1. Bylaws
 - a. Updated bylaws - will review, revise and get ready for a vote by next meeting.
2. Budget planning - Need to set up a meeting to look at scheduling a budget planning meeting. After looking at schedules, decided on 5/18 at 2pm at HVCC.
 - a. Mike Hurst suggests that we return to membership dues, that it provides buy-in and an additional revenue stream.

New Business:

1. Marketing Committee / Proposal for RGCTB
 - a. Proposal was reviewed and submitted to the Rio Grande Tourism Board on May 5th
 - b. Including more community members in our marketing committee

- c. **Motion** - To create a Marketing Committee to request tourism funds from RGCTB and allocate those funds according to the rules established by the RGCTB. **Motion seconded and approved.**
 - d. **Motion** - To create a checking account with DNB with the same signors as the existing checking account for the RGCTB funds. **Motion seconded and approved.**
 - e. Follow up - Need to submit a letter to Rio Grande County Commissioners requesting marketing dollars
2. Marketing Consultant
- a. Use 1% funds to support a paid, contract position (very part time) that would take over marketing responsibilities including:
 - i. Website maintenance
 - ii. Social media
 - iii. Chamber liaison, assisting with events
 - iv. Other administrative and managerial duties related to the growth and development of the DNCC
3. DIRT Partnership
- a. Martha Williamson (U.S. Forest Service District Ranger) will represent the DiRT committee and will discuss their trail stewardship plans
 - i. Represents many different user groups of the Divide Ranger District of the Rio Grande National Forest
 - ii. Focused on setting the tone and encouraging behavior focused on stewardship and respect for other users for all those entering the Rio Grande National Forest - want to capture and hold onto the spirit of taking care of the public lands we all enjoy, utilize and call home.
 - b. Interested in partnering with 1% For a Better Del Norte for new informational trail signs, trash cans, etc.
4. Ribbon Cutting Ceremony for General Specific Store
- a. General Specific Store ribbon cutting ceremony on May 22 at 6pm
 - b. Will, Kevin and Amy will be present

Adjournment: 3:25