

# **Del Norte Chamber of Commerce - Minutes 6-8-21**

Regular Board Meeting- 2pm, Tuesday, June 8, 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:**

**Attendance:** Kevin Haas, Will Kreutzer, Adrienne Attencio, Amy Engle, Elaina Brownwell, Linda Robinson, Julia York, Mike Hurst, Ryan Methfessel

**Approval of Minutes:** minutes will be sent out via email for corrections and approval

**Approval of Agenda:** agenda approved

## **Citizens Comments:**

### **Consent Agenda Items:**

1. Treasurer's report -
2. Membership report -

### **Committee & Chamber Reports:**

1. Town Hall Meeting - streetscape and plans for the park are still moving forward
2. 1% for a Better Del Norte - General (Specific) store interested in joining, and Carthers as well, they just need some more details.
3. Events
  - a. Oktoberfest
    - i. Friday, September 24<sup>th</sup> - is the tentative date, but we might think about moving it to Oct. 1 so that it doesn't conflict with Alamosa's Oktobrufest. Kevin will reach out and try to secure the stage for that date. Oct. 1 would allow us to invite more of the valley breweries.
    - ii. Same location as previous years
    - iii. If we can get local breweries to attend this year and grow attendance, we can also look into inviting other vendors to grow the event further

- b. Scarecrow Bash
  - i. We will have a scarecrow bash - could use Oktoberfest as the kickoff for the contest, and run through the end of October.
  - ii. Dates TBD – late September/early to mid-October, plan to judge earlier than later to prevent frozen pumpkins, things ruined by the weather, etc.

### **Unfinished Business:**

#### 1. Bylaws

- a. Updated to include marketing subcommittee
- b. Changed meeting dates from quarterly to monthly
- c. Will eventually change bylaws to accommodate membership fees once determined

**MOTION - to approve bylaws as written. Motion seconded and approved.**

#### 2. Marketing Committee

- a. Completed RGTB requirements for marketing funds distribution
- b. Established a separate Marketing Committee checking account with Del Norte Bank
- c. Sent letter to RG County Commissioners Office – fund distribution for marketing plan

#### 3. Marketing position

- a. Got some good input from the Alamosa Chamber about how their marketing position works, and details about the scope of the work, etc.
  - i. Candidates: Scott Rappold, Ryan and Sam Scavo, Andrea Oaks Jaramillo
    - 1. Ryan/Sam (Big River Collective) - provided several different packages, has lots of experience in websites, social, graphic design, etc.
    - 2. Andrea - good application, also lots of marketing experience, and although she was local here, she currently lives in CA

3. Scott - more focused on editorial elements, does not have as much social media experience as the other two candidates
  - b. Ryan/Sam seem to have the best overall experience and tone for what DNCC is looking for, however we need to have further discussion about the initial scope of the contract to make sure we can afford those services, and that there would be room to grow in the future
  - c. No motion was made, action on this item is tabled until we have the opportunity to have further negotiations/conversations with Big River about the scope and pricing for this contract
4. Administrative position/Chamber administrator
  - a. Elaina is willing to do some part time work for DNCC — something she has already been doing in an unpaid capacity. She already knows all the details of the position
  - b. Could contract with HVCC for a set number of hours a month/week so that the Chamber doesn't have to get into doing its own payroll and time tracking. Up to 40 hrs/mo at \$20/hr.
  - c. Need to develop contract for services  
**MOTION - to contract with HVCC to fill and maintain a chamber administrator position (Elaina Brownwell) for DNCC for up to 40 hrs/mo at \$20/hr. Motion seconded and approved.**
5. Publisher updates (Del Norte Publication)
  - a. Will reach out to a few other boutique publishers to get competing bids before the next meeting.

**New Business:**

**Adjournment:** 3:05