

# **Del Norte Chamber of Commerce - Meeting Minutes 7-13-21**

Regular Board Meeting- 2pm, Tuesday, July 13, 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: Will Kreutzer**

**Attendance: Will Kreutzer, Adrienne Atencio, Kevin Haas, Elaina Brownell, Ryan Scavo, Julia York, Mike Hurst**

## **Approval of Minutes:**

- 5/11/21 and 6/8/21
- Adrienne makes a motion to approve minutes. Kevin seconds.

**Approval of Agenda:** Agenda approved

## **Citizens Comments:**

## **Consent Agenda Items:**

1. Treasurer's report - N/A
  - a. Up to date with 3 Barrel funds and Windsor Hotel funds
  - b. Have not heard back from CO Grille
2. Membership report - N/A

## **Committee & Chamber Reports:**

1. Town Hall Meeting
  - a. Next meeting Wednesday, July 14th
2. 1% for a Better Del Norte
  - a. Businesses interested in joining:
    - i. Carther's - Kevin
    - ii. General Specific Store - Will
  - b. Targeted List
    - i. Raisin' Rye
    - ii. Lowe's - grocery store and liquor store

- iii. Haefelis Honey
  - iv. Simple Foods
  - v. Gas stations
  - c. Final check (first quarter of 2021) from Justin and Brandi with CO Grille for 1% funds - want to transition into a 1% for food costs for the restaurant
  - d. Adjusting contract with businesses
    - i. Attend one chamber meeting per year
    - ii. 30 days advance notice before leaving program
      - 1. May switch to quarterly - easier for books
    - iii. Talking to 1% for Open Space and other similar programs to better understand issues with their program
  - e. Letter of opinion from an attorney
    - i. Mike Hurst will speak with Seth Walker
  - f. Provide an end of year audit or report
    - i. Include all earnings from businesses to maintain confidentiality
  - g. Establish timelines for making changes
3. Events
- a. Oktoberfest
    - i. October 1st
    - ii. Stage booked - will cost more but it is worth it!
    - iii. Scott Steckin is happy to help us find bands
    - iv. Including all breweries in SLV if possible
      - 1. Will has been talking to CO Malt Company
      - 2. He will also speak with other breweries
    - v. Leigh Anne is working to find volunteers to help with security and ticketing
  - b. Scarecrow Bash
    - i. Contest begins - 9.22.21
    - ii. Contest closes - 10.8.21
    - iii. Similar structure as last year - community votes on favorite scarecrows with a picture + text message

**Unfinished Business:**

1. Marketing Committee
  - a. Awaiting approval of funds from RG Tourism Board & RG County Commissioners
  - b. Quarterly report due next meeting - September 14th
  - c. Marketing Fund Requests
    - i. Linda Robinson - Covered Wagon Days
    - ii. Grace Young - D Mtn Park and Rec
    - iii. Borderlands Tribute 2021 Americana Music Festival
  - d. Funds distribution
    - i. If we decide to distribute money, we may have to re-submit our marketing plan to RG Tourism Board
2. Marketing position
  - a. Big River Collective
    - i. Website content & social media
  - b. Next Steps
    - i. Both parties signed contract based on social media posts. Ryan and Sam intend to begin social media marketing week of 7/12. Chamber members decided on @DelNorteChamberCO for our Instagram account. Will include three posts per week; business spotlight, recreation focus, special events, etc. We will discuss a contract regarding website design during our meeting on July 20th, 2021.
3. Publisher updates (Del Norte Publication)

**New Business:**

1. Covered Wagon Days Donation
  - a. Will entertain a motion to donate \$500 to Covered Wagon Days. Kevin motions. Adrienne seconds.
2. Del Norte Bank's 100th Anniversary celebration
  - a. Actual anniversary was in May
  - b. Big party following the parade on Saturday (August 8) - outside the bank

- i. Carnival games, cake walk (12pm, 1pm, 2pm), snow cones, lots of swag items
- c. At 3pm bank will dunk Mike in a gigantic toilet
- d. 100th year anniversary book made

**Adjournment: 3:33pm**