

Cimarron Chamber of Commerce
Board Meeting
Thursday, April 7, 2011, 7:30am

Minutes from Meeting:

Attendees:

Carol Baker

Val Kutz

Randy Saunders

Lori Chatterley

Steve Nelson

Sharon Smith

Yvonne Enloe

Deborah Sanders

President's Report:

President Deborah Sanders called the meeting to order at 7:34am Mountain time. Deborah asked the Board members to review the minutes from the March meeting. A motion was made by Randy Saunders to approve the March meeting minutes. Steve Nelson seconded the motion. Motion passes.

Deborah distributed copies of the Chamber's mission statement. She encouraged the Board members to review the mission statement to make sure the functions and activities of the Chamber are in concert with its mission statement.

Visitor's Center Report:

Carol Baker emailed the Visitor's Center report to the Board members. Visitor traffic has increased over the past month. Carol traded some Chamber Cookbooks to the Philmont Museum in exchange for Steve Zimmer's book. Carol suggested that the Chamber purchase some passport books from the National Park Service to sell at the Visitor's Center. The Visitor's Center will have a Santa Fe Trail passport stamp shortly. Lori Chatterley made a motion for the Chamber to purchase 10 adult books and 5 youth books to sell. Yvonne Enloe seconded the motion. Motion passes. The rope on the flagpole needs to be repaired. Steve Nelson is going to check with Philmont about using their equipment to fix the flagpole.

Treasurer's Report:

Steve Nelson reviewed the fiscal activity of the Chamber from March. Income received was \$2,585 compared to \$2,072 in expenses. The Chamber's net assets are over \$17,000. There will be a budget planning meeting on April 18 at 10:00am. Steve is going to work on getting the financial records converted to Quickbooks. Sharon Smith suggested that the Chamber secure a written agreement with the Village concerning the By-ways loan monthly repayment plan. Several fund-raisers (doughnut sale and baked goods sale) have been organized in April in May.

Old Business:

Cimarron Days/Santa Fe Trail Celebration: The organizing committee is meeting on April 7, 5:30pm @ Village Hall. Val Kutz is chairing the event. Nancy Burch will give wagon rides on Saturday only. To date, 21 vendors have reserved booths for the event.

Fund-raising Committee: The CS Foundation donated \$1,000 to the Chamber to develop merchandise the chamber can sell to raise funds. Lori Chatterley distributed notes, which include goals, slogans and possible souvenirs. Lori suggested that the Board start with selecting a slogan to be used to market Cimarron. After discussion of possible slogan options, Yvonne Enloe motioned that the Chamber adopt "Cimarron: Where the West is Still Wild" as its slogan. Deborah Sanders seconded the motion. Motion passes. Lori will work with Shelley O'Neill to get some merchandise ideas.

Deck: The materials for the deck have been delivered to the Village. The Village Council agreed to allow the Chamber to spend funds to have the deck built. But, the Village did not discuss forgiving up to \$1,000 on the By-ways loan in exchange for the Chamber paying to have the deck built. It is not likely that the Village will agree to this proposal. Yvonne Enloe motioned to not spend Chamber funds to build the deck if the Village will not forgive this cost of the project from the By-ways loan. Lori Chatterley seconded the motion. Motion passes.

Membership Drive: First National Loan Production is the Chamber's newest member. Tim Judd has opened an auto care shop in town.

Budget: There will be a budget planning meeting on April 18 at 10:00am.

Bank Account Signature Card: Lori Chatterley needs to sign the new signature card.

Renaming the Heliport: Carol Baker has gathered over 100 signatures on the petition. It was suggested that the Chamber approach the Village Council with the suggestion of naming the heliport the "Cimarron Wayne Baker Heliport".

Taoswebb: This is a website that promotes local communities and their businesses. The St. James paid to have a page on this site dedicated to Cimarron businesses. Lori Chatterley has put together the material for this link. A special "thank you" goes to the St. James and Lori.

Explore the Arts: There will be a Gallery Walk on July 23. Martin Pavletich will be the chair of this function.

New Business:

Lori Chatterley has made and distributed a survey for Chamber members to complete and return. The survey asks members to evaluate how effective the Chamber at fulfilling its mission statement. Members are also able to make suggestions. The survey is due on April 20. The Board will use the results of the survey to evaluate how to best use the Chamber's resources, make goals based on survey results, and prepare for the coming year. The survey and future planning will be discussed with the membership at the April 28th general meeting.

The April general membership meeting will be on April 28, 5:30pm at Jana's shop (tentative).

The meeting was adjourned at 8:38am.

Respectfully submitted,

Randy Saunders,
Secretary, Cimarron Chamber of Commerce
April 26, 2011

**Cimarron Chamber of Commerce
General Membership Meeting**

Thursday, March 24, 2011, 5:30pm @Philmont Scout Ranch

Dinner at 5:30pm, meeting called to order at 6pm

Attendees:

Deborah Sanders	Steve Nelson	Yvonne Enloe	Randy Saunders
Dr. Annette Johnson	Al Johnson	Linda Davis	Tracy Boyce
Val Kutz	Louise Johnson	Sharon Smith	Chuck Enloe
Letitia Martinez	Carol Baker		

Minutes Feb. meeting corrected, then approved by Val, second by Steve.

President' Report

Deborah Sanders welcomed Chuck Enloe to our meeting.

Visitor's Center Activity

Carol stated a small article on Cimarron will be in the NM Journey AAA magazine in July. No charge. The Visitor's Center is now selling Northern NM Geology book. Selling for \$25. Water will be turned on the beginning of April. All Thank You letters have been written and mailed. Still working on getting signatures for the Heliport name change.

Treasurer's Report

Steve Nelson reported \$12529.24 in checking. Total with our various accounts we have 16798.35. He will be getting together to do the budget soon.

Old Business

Cimarron Days-Val reported that 20 booths have been sold for the event. On May 14, a fundraiser will be held for Cimarron Days. It is called Sweet Samples of Cimarron. Dessert recipes out of the Anniversary Cookbook will be baked and sold. You can stop by the United Methodist Church on May 14 between 6:30 and 8pm. On April 23 at the Easter Egg Hunt in the Village Park donuts, coffee and hot chocolate will be sold. The Easter Egg Hunt is at 1pm.

Chuck Enloe-July 4 is the Maverick Rodeo, the Chamber has been given permission to sell the Anniversary Cookbooks at the event. On Aug. 6, at the Rodeo Grounds, the Maverick Club will be holding the Ranch Rodeo. We will also be selling the cookbooks at that event. A Dutch Oven

cook off will be considered. A dance after the Aug. 6 rodeo will take place. Spider will be showing how to rope during Cimarron Days.

Fundraising committee

Val would like to hold a contest for selling the Anniversary Cookbooks. She will make a flyer and email to all businesses. Businesses that would like to participate will have the opportunity to sell the cookbooks. The business that sells the most will receive \$100, given out of the Cimarron Days fund.

Park Deck-working with the Village, a bid will go out to transport and set up the deck. Deborah will contact the Cimarron Veterans Memorial Assoc. to get input from the vets. **Membership**-Will stay as is. An increase will not happen at this time. **Buy a Brick**-Letitia stated the deadline is soon, but orders will be taken after deadline. The monies will help support the Athletic program at the High School. **Budget**-Deborah will get together with Steve to get that done in the next few weeks. **Bank Signature Card**-Most every board member has gone into the bank to sign. **Heliport**-Carol is still working on getting signatures on the petition. Louise stated a dinner will be given to Wayne by the EMT's. Suggested to unveil the news at that time. **Taoswebb**-A special Thanks went out to Steve Boyce, Express St. James Hotel for including the community of Cimarron on the website. **RFTW**-Louise gave a report on what RFTW spent last year on patches and food. The school will have 75 patches done by the middle of April. All looks great.

New Business

Explore the Arts-Will have a walk on July 23 and it will be given an article in the New Mexico Magazine. **Topic-what can the chamber do to enhance the business environment**-All that attended will be thinking.

Anything Else-Carol will call all business to get summer hours. **Tim Judd**, Auto Repair is a new business in Cimarron at the corner of 64 & 58. A suggestion was made to put on the website-Business of the Month, with what they offer and specials. Lori will help Carol with that. Also put links with pictures of what is in and around Cimarron. **Deborah** has "Monster Mutant Marigold" seeds. Val suggested to package them in baggies with a label and sell for \$1.00. **The Flowers** for the businesses flower pot will be available April 5-7 at the Green House at the school.

Next meeting-April 21, 5:30pm at Jana Sinclair's Cimarron Canyon Woodworks. Adjourned 6:45pm