

**Cimarron Chamber of Commerce**  
**General Membership Meeting**  
Wednesday, April 21, 2010, 5:00pm

Minutes from Meeting:

Attendees:

Carol Baker	Tracy Boyce	Lori Chatterley
Joe Cruz	Vicky Harper	Annette Johnson
Louise Johnson	Val Kutz	Nancy McBrayer
Deborah Sanders	Randy Saunders	Jim Smith
Sharon Smith		

President's Report:

President Deborah Sanders called the meeting to order at 5:01pm Mountain time.

Deborah made some brief comments about the revised Chamber website. She spoke about how wonderful the site looked, and how easy it is to use. Deborah claimed the website will be the "best marketing tool" the Chamber has. She thanked Lori Chatterley for her hard work improving the website.

Val Kutz made a motion to approve the minutes from the January 20<sup>th</sup> General meeting. A second was made by Nancy McBrayer. There were several revisions suggested by Tracy Boyce, and Lori Chatterley's name was misspelled. Randy Saunders will make the changes as suggested. The minutes, with revisions, were approved by vocal affirmation.

Visitor's Center Report:

Carol Baker gave a report on recent activity at the Visitors Center. While there haven't been many visitors in the past few months, activity is starting to pick up. The Visitor's Center will be closed on May 4<sup>th</sup>. The Rodeo Parade theme for 2010 will be "Proud to be an American." Carol has also been working on completing the report for the Tourism grant.

Treasurer's Report:

Nancy McBrayer distributed the Treasurer's Report. She mentioned that the Chamber has spent more money than they have received. However, the Lodgers Tax income should be coming soon. Nancy also mentioned that the Hwy 64 sign has generated \$850 in income this year.

Old Business:

Website: Lori Chatterley has completed the revisions to the Chamber website. She is still working on coordinating the Village and Chamber calendars on the site. Lori is also contemplating better recognition for the Gold members on the website. She will also walk people through the blog process, if the need help.

Santa Fe Trail Celebration: Sharon Smith and Jim Smith reported on progress with this upcoming event. They also distributed a weekend schedule of events. There will be a juried art show. Artists will be able to sell their works. Interested artists need to contact Martin Paveltich. Other events for the weekend include: a parade with wagons, booths in the park, tours of old town, dinner with a silent auction on Saturday night, and a circuit rider church service on Sunday. A brochure is being produced by Gene Lamm highlighting Santa Fe Trail crossing sites. The Jicarilla Apaches will also be participating. Sharon mentioned a number of items being donated to make this event self sufficient, and not a financial burden on the chamber.

Run for the Wall: The date for the event is May 21<sup>st</sup>. Louise Johnson is chairing the event. The patch design winner is Efrain Acosta. She had some proofs of the design embroidered by the high school. 125 patches will be ordered. Philmont will provide the cinnamon rolls for breakfast. There will be a note in the Communicator. There has been no response from the New Mexico coordinator.

By-laws: Randy Saunders and Nancy McBrayer will head up the by-laws revision task.

Membership Drive: The Chamber has obtained a list of all of the business license holders in Cimarron. The non-members will be contacted about joining the Chamber.

Budget: Deborah Sanders handed out the latest draft of the budget for the upcoming year. She thanked Sherry Wulf, Nancy McBrayer, Mindy Cahill, and Carol Baker for their help putting this together. Deborah mentioned that advertising funds would have to come from grants. She also wants to use the "Explore the Arts" plan for writing the Tourism grant. Tracy Boyce added that the Village will be appointing a Lodgers Tax Advisory board. The final draft of the budget will be submitted to the Village for approval.

Holiday Walk, Christmas Promotions, and Art Tour: These activities are chaired by Val Kutz. The Art Walk will be renamed to "Gifts, Galleries, and Great Stuff Stroll." The event will be on May 22<sup>nd</sup>. There will be an artist or crafter at each participating location.

#### New Business:

Help is needed to write grants. Val Kutz offered to assist.

Deborah Sanders mentioned that members have asked for the General meetings to be held more often. After some discussion, the group decided that the General meeting will be held monthly, except for June, July, and August. The next meeting will be on Wednesday, May 19, 5:00pm at Village Hall.

Val Kutz shared some information about the benefits to consumers and businesses for locally shopping. She passed out a report that shows comparisons to shopping for various items in Trinidad vs. Cimarron. It was suggested that this information needs to be shared with all Cimarron area residents. The report will be displayed on the website, and the

high school media department will look into other ways to distribute. It was decided that a mailing would be too expensive.

There will be a Village Strategic Plan reunion meeting on April 27, 6:00pm @ the high school.

There will be a garden work day on Friday, April 23, 1:00pm. Bring your own tools.

Plants have been ordered by Mindy Vigil. Please see her for more information.

There will be a Swearing-in Ceremony for the new Chief of Police on May 1. The Police Chief is Mary Mabry.

The Heliport Dedication Ceremony will be on May 13.

The meeting was adjourned at 5:52pm.

Respectfully submitted,

Randy Saunders,  
Secretary, Cimarron Chamber of Commerce  
January 21, 2010