

Cimarron Chamber of Commerce
Board Meeting
Thursday, June 2, 2011, 7:30am

Minutes from Meeting:

Attendees:

Carol Baker
Steve Nelson
Sharon Smith

Lori Chatterley
Deborah Sanders
Tracy Boyce

Yvonne Enloe
Randy Saunders
Mindy Cahill

President's Report:

President Deborah Sanders called the meeting to order at 7:33am Mountain time. Deborah asked the Board members to review the minutes from the May meeting. Sharon Smith noted that Ramona Gurule's name was misspelled. Randy Saunders will make the correction. A motion was made by Randy Saunders to approve the May meeting minutes. Lori Chatterley seconded the motion. Motion passes.

Randy Saunders read a card and letter from Wayne Baker, thanking the Chamber for their efforts to have the Heliport named in honor of him.

Visitor's Center Report:

Carol Baker reported that activity at the Visitor's Center has increased. The Visitor's Center is now open longer for summer, 9am to 5pm daily. The fence lights need to be fixed. Lori Chatterley and Sharon Smith will seek an electrician to take a look at them. There are a fair number of members who have not renewed for the coming year yet.

Treasurer's Report:

Steve Nelson reviewed the fiscal activity of the Chamber through May. The Chamber's net assets are over \$16,000. Steve will have a draft budget for 2011-12 to the Board members in the next few days. Projected income will be \$28,320 and expenses will be \$28,200. Quickbooks has been installed on the Chamber computer. Some training is needed for Steve and Carol.

Old Business:

Cimarron Days/Santa Fe Trail Celebration: We are within a few weeks from the date for this event. Val Kutz is chairing the event. Nancy Burch will give wagon rides on Saturday only. To date, 27 vendors have reserved booths for the event. There will be historical speakers, games for kids, and live music. Marketing to the public has begun. Over \$2,000 has been raised for the event. The Chamber needs to recognize Val Kutz for organizing the event. A follow-up meeting is scheduled for June 29.

Fund-raising Committee: The CS Foundation donated \$1,000 to the Chamber to develop merchandise the chamber can sell to raise funds. The graphic artist has been paid for creating the new logo. Shirts and caps have been ordered and will be available for sale soon.

Deck: The Chamber Board will speak to the Kiwanis Club about building the deck in the park.

Membership Drive: Deborah Sanders suggested that Board members personally call members that have not renewed yet this year. Initial focus would be on overdue members.

Budget: Steve Nelson will email the draft 2011-12 budget to the Board within the next few days.

Renaming the Heliport: The new highway signs have been erected. The new fence sign needs a bracket to be hung. The reception was a good event.

Taoswebb: Nothing new to report.

Run for the Wall: There were fewer riders served this year. More community presence was noted at the event than in the past years. Better flags are needed for future events. The ones used this year were not durable.

Explore the Arts: There will be a Gallery Walk on July 23. Their ad is in the June High Country.

New Business:

The Village is purchasing the last Santa Fe Trail sign needed to complete signage in the interpretive park. Mindy Cahill gave the Board an update on progress with the Byways projects. A grant has been received to landscape the interpretive park. The Village is moving forward with the Hwy. 21 pedestrian trail.

Several Board and Chamber members spent a few days working on sprucing up the Visitor's Center. The interior was painted and cleaned. The outdoor work will be done by Colby, a high school student that also mows the grounds.

Yvonne Enloe mentioned that donation buckets will be distributed to business this summer to collect funds for "We Care". There will also be a table at Cimarron Days for donations to "We Care".

Tracy Boyce explained new guidelines for New Mexico Tourism matching grants in 2012. She emphasized that the grant organization is looking for groups that will partner with other entities. The upcoming deadline is June 29th. Discussion amongst the Board ensued. The consensus is that the Chamber has not budgeted any funds for a matching grant this year. Therefore, the Chamber will not apply for any funds from New Mexico Tourism at this time.

Sharon Smith presented an analysis of the membership survey to the Board. It was decided that her material would serve at the core of the conversation for the fall retreat.

Lori Chatterley purchased a new printer for the Visitor's Center. Yvonne Enloe made a motion that the Chamber reimburse Lori \$63.00 for the purchase of the printer. Steve Nelson seconded the motion. Motion passes.

The meeting was adjourned at 8:31am.

Respectfully submitted,

Randy Saunders,
Secretary, Cimarron Chamber of Commerce