

**Cimarron Chamber of Commerce**  
**Board Meeting**  
Monday, September 27, 2010, 5:30pm @ St. James

Minutes from Meeting:

Attendees:

Lori Chatterley	Linda Davis	Vicky Harper
Alan Huerta	Annette Johnson	Louise Johnson
Val Kutz	Nancy McBrayer	Deborah Sanders
Randy Saunders		

President's Report:

President Deborah Sanders called the meeting to order at 5:33pm Mountain time. Deborah remarked that we had just completed a busy summer. She gave credit to Nancy McBrayer and Randy Saunders for working on the By-laws revisions. She also thanked Lori Chatterley for doing a great job updating the website.

Visitor's Center Report:

Carol Baker has been out sick. Deborah Sanders gave a report on recent activity at the Visitor's Center. Vicky Harper volunteered to watch the Visitor's Center until Carol gets feeling better. Val Kutz also offered to post a note sending people to see her at the Art Gallery. Traffic has slowed down over the past few weeks. More people are stopping by with the opening of the Byways park.

Treasurer's Report:

Nancy McBrayer distributed the Treasurer's Report. The Chamber's finances are looking good, compared to years past. Carol Baker is keeping costs down. Lodger's Tax income needs to be received monthly, not quarterly. Quickbooks program in needed for bookkeeping.

Old Business:

Website: Lori Chatterley is keeping the site update. She would like some photos from others to add to the website.

Budget: The 2011 budget has been presented to the Village Council.

By-laws: Randy Saunders made a motion to adopt the newest revision of the By-laws. Val Kutz seconded the motion. Motion passed. It was suggested that the Chamber needs to have a copy of "Robert's Rules of Order" at all meetings.

Membership Drive: The Chamber needs to grow membership. Val Kutz suggested adding a Platinum Level member. Deborah and Annette Johnson will explore benefits for level.

Holiday Walk/Christmas Promotions: The Walk will be the Friday, Saturday, and Sunday after Thanksgiving. There will be unique offerings from shops. One catchy phrase to promote holiday sales could be "Save your sanity-Shop Cimarron."  
Explore the Arts: Val Kutz has put an ad for Explore the Arts in the Chronicle.

New Business:

The Cimarron Days/Santa Fe Trail Celebration: The event has been set for June 18-19, 2011. Each Board member will need to chair a specific portion of the weekend event. Annette suggested a dance contest to be held at the new Performing Arts Center. Other ideas for the event include: a street dance, dog show, games (for kids and adults), tug-of-war, food stands, Jicarillas display and events, and displays by local community organizations. It was also suggested that the Police department could host a bicycle rodeo. Randy and Nancy volunteered to coordinate games. Lori volunteered to organize the street dance and to handle marketing. Annette will plan the dance contest and work with community organizations. Letitia will coordinate food stands and vendors. Val Kutz volunteered to head up the organizing committee. Better promotion and marketing are needed to make this event a success.

Fundraising Ideas: Deborah asked the membership to consider some possible ideas to generate income for the Chamber. Deborah has been bagging mutant monster marigold seeds to sell. Jared Chatterley has made a list of suggestions. Some other ideas include: engraved rocks, bumper stickers and t-shirts. A catchy saying is needed. "Carpe Manana" was suggested.

Beautify Cimarron: Carol has been watering the garden. Val Kutz and Yvonne Enloe have been working in the garden. Mindy Cahill says that there are people willing to help with the garden and the park.

Run for the Wall: Louise Johnson will have patch designs to consider by November.

Domestic Violence Walk: The date for the walk in Cimarron will be on October 16.

Announcements:

Val Kutz needs a Santa at the Parrish Hall on the first Saturday in December.

Deborah Sanders suggested that the general membership meet monthly from September to May. The membership agrees with this suggestion.

Next meeting will be on October 27, 5:30pm @ the Double C Restaurant.

The meeting was adjourned at 7:03pm.

Respectfully submitted,

Randy Saunders,  
Secretary, Cimarron Chamber of Commerce  
October 26, 2010