

**Cimarron Chamber of Commerce
Retreat Workshop**

Saturday, October 8, 2011, 1:00pm @ Cimarron High School

Minutes/Notes from the Workshop:

Attendees:

Jared Chatterley
Val Kutz
Randy Saunders

Lori Chatterley
Tracy Ledbetter
Sharon Smith

Laura Duncan
Letitia Martinez

Mission statement:

Stop 'em and keep 'em. Emphasis should be on making Cimarron a desirable place to spend some time and then to spend some time. Measure every activity and expenditure against this theme. Also, send them out into the world with Cimarron on their minds. Bring the world to us, not just wait for it to stop by. One idea from Jared is a "stick-it" bumper sticker competition. One catchy slogan... "On your way to and from, stop and visit Cimarron."

Beautification and Signage:

Get people's attention. Complete interpretive park project. One suggestion is to plant center strip off highway with wild flowers. The intersection of Hwy. 58 and Hwy. 64 is a key spot.

Events to support, but not sponsor:

Santa, Holiday Walk give-away (?), 4th of July Parade (Kiwanis), Run for Wall (Veterans group), Stroll through Cimarron (?) The Chamber can help support all these events, but civic clubs should plan and organize them (Randy/Lori). The Chamber should ask "how will it help by business?" when considering projects and events to sponsor.

Summertime Event:

The Chamber should organize a Wild West Days or Gun-Slinger Days (or some other name) event incorporating shoot-out sanctioned by SASS (shot event organization). Put money and energy into one event. Don't call it by the town name as it sounds like it is only for the town. Jared has contacts. Valerie will continue as chair of committee with input from more business people on committee. Lori will be the Board liaison. Every planned part of event is to be measured against mission statement.

Relationship with Village:

Better liaison/communication with Village - more than just sending reports to Council. Presence at Council meetings is needed. Always speak to illuminate report. Advocate for Chamber. Maybe a council member should be designated to attend Chamber meetings. We are all one - neither works in isolation.

Chamber Teams (Committees):

One board member to be liaison/chair for Advertising Team - prepare plan for advertising; Outreach Team to communicate with Village and other civic groups. Membership Team; Visitor's Center Team; Finance/Budget Team; and Summer Event Team. Teams consist of Board members and two members from general membership.

General Membership Meetings:

General membership meetings – monthly - variety of types: business with agenda and action items, socials with discussion/reports - maybe action items. Meetings should be held at various members' businesses. Activities supported or sponsored by Chamber (Run for Wall) (Wild West Days) (Candidates Forum). Evening is best - set a schedule and keep it; don't change times over and over. Board to meet with action agenda—not just the same old reports over and over. Networking is vital, even regional networking. Possibly change how often the Board meets to coordinate opposite general membership meetings.

Nominating Committee:

The Nominating committee is appointed by Randy, as the only remaining officer. The committee will consist of Lori (chair), Val Kutz (member), and one other member (Sherry Wolf or another). Potential Board candidates discussed: Val Kutz, Randy, Lori, and Sharon. Randy will approach Philmont for a candidate. Slate for election will be prepared by the November Board meeting.

The Board has appointed Tracy Ledbetter to fill Steve Nelson's unexpired term (Lori/Letitia). Lori will speak with Tracy about joining the Board.

Optic Advertisement:

Full page ad is available in Las Vegas Optic winter and shopping guide. ½ for chamber—west is wild with picture of cowboys at Ring Place (may be already at the Optic); ½ co-op with businesses paying \$50 if there are 5 and \$25 if there are 10. Carol to make sure that every business has opportunity to participate - including those without email. Sharon will call Vince Chavez to reserve space. All art due to the Optic by 10/31.

Cimarron Visitor's Guide:

Cimarron visitor's guide is a must—all info and ads in one publication. Put some money here. Give to every visitor even those who just use the bathroom. Put into hotel rooms. Put into goodie bags. Put everywhere. Eliminates the need for all other little flyers and helps members by gathering info once.

Other Marketing Ideas:

Have small brown shopping bags printed with West is Still Wild logo (or put on stickers) fill with town stuff. Items can be handed out by Jared at Lantern Tours, Philmont, Russell's, and other places.

Visitor's Center Items:

Name: Rename Visitor's Center to Chamber of Commerce and Visitor's Center. Current name implies bathrooms and maps and info. Period.

Hours: January 2011 saw only 54 visitors all month. Consider being open from April to October only. Consider being open Thursday through Monday only. Develop a loop video (perhaps school can do) visible on porch of visitors center for those who come when center is closed.

Staffing: November 18 is Carol's last day. Discuss re-organization of position at December Board meeting. Search committee needed. In the mean time, Lori will handle emails, Randy will handle mail and phone messages. Sharon and Ramona will write and sign checks as much as is possible. Can we get some volunteers to staff on weekends? Or busy days. Train some high school volunteers who need service credits for Friday and Saturday, say.

As decided at September Board meeting, Randy will separate group/event accounts into Chamber Savings and Holding Account for Groups. He will develop little agreement for those groups who would like for the Chamber to hold funds for them. Currently, funds are held for Run for Wall, Cimarron Days, Scenic Byway, Santa Fe Trail, Advertising/CS Grant, Beautification, Veterans. Some of these accounts are redundant.

Sharon and Lori perhaps with help of Sandy Sitzberger or Sherry Wolf as needed and with cost of up to \$100 will set up QuickBooks bookkeeping and report system on Chamber computer. (Lori/Randy).

The next Chamber Board meeting will be on Thursday, November 3, 7:30am at the Double C restaurant.

Respectfully submitted,

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