

Cimarron Chamber of Commerce Board Meeting  
Thursday, February 05, 2015  
Meeting Minutes

Call to Order: 7:30am

In attendance: Vallerie Vickers, Barbara Graham, Steve Nelson, Sharon Smith, and guests, Tim Hagaman and Tim O'Neill

Absent: Marianne Graham, Jan Reynolds, Ryan Hammitt

Barbara Graham made a motion to approve the agenda. Sharon Smith second. Motion carried.

Steve Nelson motioned to approve the Minutes from the January 8<sup>th</sup> meeting. Barbara second. Motion carried.

#### Break Ins

Vallerie stated the board determined not to send the letter regarding the break-ins to government officials. Barbara noted that the new Police Chief seems assertive and doing very well. Steve agreed, especially given that he's working by himself, and that he is working to bring in a DWI training program to the school and suggested that the Chamber needs to get behind this. He also noted that Superintendent Estrada is on board with this program and that Kiwanis, CS Ranch, and Philmont are all supporting it financially.

#### Tim Hagaman Presentation

Tim represents us at the New Mexico Economic Development Department (NMEDD) and provided us a snapshot of his job. He shared props (antique books, maps, photos, etc) to demonstrate the importance of understanding your area history and how to build on this when marketing your town. Suggestions:

- HistoricSpringer.com (it was done by a high school student!) as a model.
- Main Street Program- although we probably could not do the entire program there are sections of it we may be able to do.
- Need to do succession planning if our businesses are going to continue (he mentioned that small town grocery stores are dying).
- Must have someone driving economic development (and that he sees Tim O'Neill as that person).
- Review JTIP (gonm.biz) for offering manufacturing jobs to recent high school graduates.
- We need to protect the historic value of Cimarron and encourage new businesses
- Review Goodwill for funding an assistant for the Visitor Center in the summer.
- Consider partnering with a sister city; and that a proper infrastructure was very important.
- Our best action item is getting the school kids to stay and work in Cimarron, and to develop programs to train them for various jobs that would benefit our community.

Vallerie stated that perhaps instead of focusing so much on bringing new people in, we should focus on irrigating what we have (referring to high school students and helping them to find work in Cimarron when they graduate, rather than sending them all out of Cimarron). Tim H. dismissed himself at 8:24am

#### Tim O'Neill Discussion

Although Tim was not on the agenda, he attended the meeting to address the workshop regarding zoning and businesses from the previous evening's council workshop. Tim said a town has to want change but the word change is not good to use here as many people don't want or understand change. Vallerie mentioned that Philmont staffers often move here, and Steve agreed that often times Philmont people want to come back to stay. Tim H. agreed that we need to try to get them to stay. Tim O. offered:

- Adopt a mantra —“Yes you can” (meaning we need to have more business-friendly regulations/laws).
- We want to be a community of “moms & pops,” and that we would never be a big box town.
- Cautioned that any town that protects current businesses is doomed to die.
- That people in Cimarron are thinking “small potatoes,” that there are too many road blocks to starting a business here, and that often times people try to talk others out of relocating here.
- We need to be something different—we're not the only small town; we're competing with all small towns.
- Suggested the chamber create a packet that focuses on people wanting to start or buy a business here.
- We could promote ourselves as a “foodie” place.
- Need a handout for people thinking of relocating here called “Thinking of Opening A Business in Cimarron?”
- Tim O. brought up that we need to also promote Miami and encourage people to drive that way to experience the beauty of OUR area. Perhaps we need to team up with Springer on this.

### Historic Preservation Committee

Vallerie mentioned the need for a Historic Preservation Committee. Tim H. agreed that we need to protect the historic value of Cimarron and encourage new businesses. We need to show people what these old buildings could become. He suggested that perhaps we need one board to cover all three towns. He said that a measurable goal would be to have a café in one of our historic buildings.

### Succession Planning

Steve addressed Succession Planning and suggested having a job fair (career day) at the high school and get the locals to share what they know about their field (starting a business/restaurant and other services fields). He also mentioned that many locals don't have the skills necessary to get the Philmont jobs.

### Mission, Vision and Values

Steve said that we just re-defined our mission as the Chamber of Commerce. Barbara stated that based on several recent council meetings/workshops and our discussion today, she will re-work the Mission, Vision, and Values. Tim O. suggested strongly that we need to partner with Village Hall as they define their economic development and be on the same page.

### Financial Report

Steve provided a financial report of the December numbers. Our total income was higher than our total expenses, and the 1<sup>st</sup> three months of the year we were up \$2300. He made a motion to approve the December Report. Vallerie second. Approved. Steve pointed out that there was a gross error on the report [On the Profit and Loss statement, page 1 under Facilities & Equipment, it states that our expenses were \$17,514.59] and that it needs to be corrected before the report can be approved. He motioned for the Report to NOT be approved until the error is fixed. Candee agreed to notify Michlyn at Piper Bookkeeping to fix it. Motion passed.

It was mentioned that our QuickBooks could be put in the Cloud to make it easier for Board members to track our financial status and communicate with the bookkeeper. A budget class was also mentioned.

Sharon asked what budget category did our ACI membership payment come from? Steve said Michlyn would have added it under Misc. Sharon stressed the importance of making sure we follow our budget, not just spending money randomly without being accountable to our budget. She is very much in favor of joining ACI and simply wants to "cross our T's and dot our I's." Steve asked Candee to have Michlyn add our budget to QuickBooks so that we can print a report of our Profit and Loss vs. Actual.

### Steve Nelson Resignation from Board

Steve is resigning from the Board to lighten up his schedule and presented a letter of resignation. All agreed vehemently that Steve has done a tremendous job and has been an exceptional asset to the Chamber. He will be greatly missed. Steve agreed to continue to represent Philmont at Socials and other events, just not on the Board of Directors.

### Chamber Router

Steve brought up the problem with our router at the Visitor Center constantly going down lately, pointing out that it is 9 years old and will continue to give us trouble until it's replaced. He also noted that a new one is \$99. He motioned to buy a new router. Sharon second. Motion approved. Steve noted that the router will come out of our facilities budget. Candee will call CenturyLink and order a new one. Tim O. suggested that we get one with more than one Ethernet port for security options.

### Bank Signature Card

Sharon said that each board member should take care of signing the Signature on their time and this not be Candee's responsibility to manage. All agreed.

### Membership / Marketing Team Leader / Team Leaders / Membership Meetings

- Sharon then brought up that we need a Marketing Team Leader. Steve suggested Vicky Harper. Sharon (though not opposed to Vicky) suggested it should be someone with a struggling business.
- Tim O. stated that some businesses think that the Chamber caters to only a select few businesses. Vallerie agreed and added that she often hears that the Chamber "doesn't do anything."
- Sharon brought our attention to the need to not get bogged down on all these details during our meetings. She stressed the need for teams to work on all these issues and details on their own time, then bring what they've learned, discovered, decided to the meetings to share with the rest of the Board.

- Sharon stated that we don't have membership meetings anymore, so it is perceived that we are a small group that meets and does whatever we want.
- Candee was asked to create a flyer/brochure/or other piece of literature that will express the things the Chamber is working on/accomplishing (5"x7", fast-worded, why join the chamber, our new focus, exciting, things we're working on, etc). Candee will work with Barbara on this.
- Barbara reminded us that we need to create a list of Chamber successes, big and small and keep a running one liner list.
- It was stated that our bottom line is that we are working to create new jobs and increase gross receipts. Vallerie suggested that we each need a title and a goal that we're responsible for (tying back to the need for Team Leaders). Sharon agreed, stating that we need to move past just coming to a meeting once a month.
- Tim O. suggested that we utilize the Cimarron Forum on Facebook. Barbara stated in agreement that we also need to keep reposting important things on our own FB page so that they aren't quickly buried under all the other posts.

Several names were discussed regarding potential new Board members: Adam or Heather Kerby, Vicky Harper, Sherry Bennett

#### Wild West Days

Vallerie reported in Jan's absence. We received a \$500 sponsorship from International Bank, in addition to sponsorships from Stacy Ewing and the St. James. Five food vendors have already committed. We will have a gun-fighters show (will be done free of charge). Musicians are already lined up, along with the DJ (The Wild Man- JR Herrera from Raton). Vendors are already signing up for booths. A movie person is coming to film it. Vallerie mentioned that we really want community participation. Barbara (and others) agreed we need a handout/brochure that will direct people to restaurants when they're in town (or during Wild West Days?).

#### Monthly Yard Sales in the Park

Vallerie informed us that we will begin holding a monthly Community Yard Sale in the Park the 1<sup>st</sup> Saturday of every month, starting in May and running through September. In line with this discussion, Vallerie suggested that a Farmer's Market would be a good idea. Steve agreed and suggested it be combined with the yard sale.

#### Billboards

Vallerie brought up the need for a billboard on Hwy 58 with Wild West Days (and the date) listed on it. She had a specific (already existing) billboard in mind and said it just needs to be shored up. She thought that she might be able to get Yule from UUBar to help with that. She said we just need a design for the sign, and indicated that Barbara (& Candee?) could be working on that. Barbara reminded us that Councilman Lukas Snart offered to put a sign on his property for us, including lighting, and that we really need to jump on that opportunity as well as the sign Vallerie mentioned.

#### Village Picnic

Tim O. brought up this year's Village Picnic at the Chase Ranch and suggested that the Chamber should support that.

Sharon dismissed herself at 9:24am.

Steve dismissed himself at 9:39am

Meeting adjourned at 9:40am

**ACTION ITEMS**  
**That Resulted From the Board Meeting:**

- Learn more about Lee's DWI Training Program for the school and find out how the Chamber can get behind it.
- Per Tim Hagaman's suggestions/discussions
  - Check out [HistoricSpringer.com](http://HistoricSpringer.com) & [gonm.biz](http://gonm.biz)
  - Main Street Program: Do we want to join that/how do we?
  - We need Succession Planning- how do we implement?
  - We need someone driving economic development. Who is that?
  - Look into Goodwill for funding an assistant at the Visitor Center
- How can we "irrigate what we have" (help graduating high school students find viable jobs in Cimarron) Candee's suggestion: how can we support the School Board's effort to bring a vocational program to the high school?
- Develop a packet for people interested in opening a business in Cimarron
- Signage: Billboard on Hwy 58 + sign on Lukas Snart's property
- Brochures: What the Chamber is doing - restaurants - business relocation
- Do we want to put QuickBooks in the Cloud? What budget class did we want to implement?
- Find and appoint new Board Members and Team Leaders (*assign each Board Member a title and a goal that we're responsible for*)
- *What's missing from this list?*