

To: Chamber Board Members  
Re: Minutes for 8/13/15 Board Meeting

I. Call to Order: 7:33 AM by Sharon Smith - Vallerie Vickers, President was absent.  
In Attendance: Sharon Smith, Jan Reynolds, Marianne MacGillivray, Vicky Harper, Tracy Boyce and Candee Rinde. We missed Valerie Vickers. Sharon began the meeting by again welcoming new board members Vicky H. and Tracy B. and thanking them for their service.

II. Approval of Agenda: Agenda item IV. was struck from the Agenda since the Board had not yet received a resignation letter from Vallerie Vickers. Vicky H. made 1<sup>st</sup> motion to accept the Agenda as amended and Sharon S. made 2<sup>nd</sup> motion to accept. Agenda accepted.

III. Approval of Minutes from July 9th meeting: Marianne M. made 1<sup>st</sup> motion to approve minutes and Vicky H. made 2<sup>nd</sup> motion to approve. Minutes approved.

#### IV. Old Business

a. Wild West Days – Jan R. reported that the event went very well and that a number of local businesses later polled by Jan responded that their sales benefited from the added activity in town. There was a discussion about the financial report submitted from the event, with questions about direct expenses that had not been reported. There was also confusion about monies expended for musician's food that had not been planned for. With corrections to the report, the Income totaled \$1,564.00, including \$875 in sponsorships, and the Expenses totaled \$1,279.51. We further discussed whether the event this year held in July, at the peak of the busy summer retail season, should be scheduled in the future on a date with the purpose of extending the season. One significant complaint from vendors was the full port-a-potty – the Village cut back to one this season from two in past years, and the one was over-taxed and had not been recently pumped.

b. Need for New Board Members – We discussed the two individuals who have expressed interest in joining the Board. Tracy was in favor of adding Jim MacGillivray immediately due to his business experience and questioned whether Chris MacGinnis, a Cimarron police officer, was a good fit for our goal of promoting local businesses. Chris is very interested in improving the Village and he would provide a bridge between the Chamber and the Village. Tracy also suggested reaching out to include businesses towards Cimarron Canyon by asking Jeannie Tatum of Pine Ridge in Ute Park whether she would be interested in serving. Marianne M. offered to speak to Jeannie. Candee will also send an email to our membership to extend an invitation to whoever might have interest. Tracy made 1<sup>st</sup> motion to extend an invitation to Jim M. now and approach Jeannie T. before responding to Chris M.. Vicky H. made 2<sup>nd</sup> motion, motion approved.

As part of this discussion, we discussed the perception of the Chamber to the community and local businesses and whether the scope of what the Chamber is doing for them is understood, whether members or not. Also, what more can the Chamber do for them? Sharon suggested that some, including Ryan Hammitt of Russell's, believes the Chamber is not doing enough, and has thought about starting a small business alliance. The next step is to name a Membership Team Leader and to continue to reach out for input and gain support from existing and new members. Vicky H. expressed interest in helping with a Membership Drive. Jan R. suggested that Gary Reynolds, her husband, has some ideas for fundraising – we asked whether he would be interested in coming to a Board meeting to make a presentation.

#### V. Old Business

a. Community Roundtable – Sharon S. announced that the upcoming Round Table meeting would be held at The Porch that evening. This gives anyone in the community a chance to voice concerns and share ideas and is easier than speaking at the Village Council meetings. Businesses partnering with the Village has the potential to break down the barriers preventing improvement and growth. Tracy B. shared that the

effort to combine residential and commercial into one structure within the Village has already been accomplished by the ordinance previously passed as Business Trade Zone #1 – this holds some good potential for growth. Another point of discussion is the missed opportunity for revenue for the Village and tourism with the lack of hotel rooms and RV hook-ups.

b. Lodger's Tax Board Report – Sharon S. said that the Lodger's Tax Board did not meet because of the hectic summer schedule. For planning purposes, \$14,400 is the budget number for annual reimbursements to meet the Chamber's budget.

c. Teams and Officers – There are several teams that do not have a leader currently: Membership, Marketing and Chamber Office (with Vallerie's upcoming resignation). Jan R. has served as leader this year for the Events team and Sharon, Treasurer, is serving as the Financial team leader. Once the Board membership stabilizes, we will again address voting in Officers and assigning Team Leaders.

#### VI. Treasurer's Report

Sharon S. reported that there will be changes in the Annual Budget as we move money around from one category into another. Our records are still in desperate need of organization, and Sharon is currently working on that for us. Since this month's Financial Report arrived from Piper Bookkeeping the night before our meeting, it was hard for her to analyze the report. The question is how will we keep control of expenditures and track funds expended based on our budget? – it requires that the Treasurer be in the loop. Does this mean that she should always be one of the signers of the checks? We discussed and affirmed that Sharon should be the first to sign in the future, if available. Candee will present Sharon a list of checks written. Sharon reviewed the Profit & Loss Statement and explained that the Reconciliation Detail is the best report to use to truly understand what is going on. We also discussed our status as a non-profit 501-3c. The question was raised about whether we collect state sales tax. Candee reported that we do not, since the \$25,000/year threshold is not met – this has been confirmed by Michlyn of Piper Bookkeeping.

#### VII. Executive Secretary's Report – Candee Rinde

Candee reported that we have a few more interested in the Cowboy Sign and she has been following up verbally over the past month. A few have expressed interest but would not commit until a timeline is known – when would their names be posted during the refurbishing process? A few more thought that their business name on the sign did not bring in customers, so declined. Marianne M. offered to touch base with Melinda Marlowe, the artist who will be performing the painting with volunteer help for setting up. Tracy B. suggested that we introduce some maintenance free plants at the base to help draw attention to the sign at the intersection of Rt. 58 and US Hwy. 64, and improve its appearance within a sea of signs. Candee also reported that she cannot locate the Lodger's Board Tax Agreement for this year (2014-15) and we are thinking that one was not prepared and approved by the Village. This would explain why Mindy C. at the Village also cannot locate the Agreement for the auditors. With the recent naming of the L.T. Board, this should not be an issue in the future. Candee has also observed that the visitor numbers are declining from historic records. Better signage directing visitors to the Visitor's Center may be needed.

#### VIII. Other Items/Announcements

##### Schedule of upcoming Board Meetings/Chamber Functions:

The next Board meeting is scheduled for Thursday, September 10th at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:15 AM by Marianne M. – both Vicky H. and Sharon S. had excused themselves prior to adjournment.

Respectfully submitted: Marianne MacGillivray, Secretary of the Chamber Board  
September 6, 2015