

To: Cimarron Chamber Board Members  
Re: Minutes for 2/6/2014 Board Meeting

I. Call to Order: 7:35 AM by Vallerie Vickers

In Attendance: Candee Rinde, Valerie Kutz, Judy Kahlor, Vallerie Vickers, Steve Nelson, Yvonne O'Brien, Marianne Graham and Sharon Smith. We missed Randy Saunders.

II. Executive Director's Report:

- Candee reported that a light was installed in the copy room.
- Our insurance is being switched over to a new provider, even though Arthur Insurance, our current writer of the policy, will stay the same. No other changes will occur.
- Gene Lamb repaired the rack display, damaged in recent winds – the cabinet doors also broke off, but Candee is happy to report that the plexiglass was not damaged. Jim Zeller may be able to help with this repair.
- Candee is organizing all of the 2013 files and storing some away in boxes to make room in her work area.
- The ribbon cutting ceremony at the Smokehouse at the last After Hours was well received, and it was decided to do this for all new businesses as an introduction to the community.
- A number of membership renewals and upgrades were received because of the recent membership campaign and letter.
- The office computer is running much better after the "clean-up." Adam Kirby has prepared a "Recommended List" for computer improvements and upgrades, including adding memory. The computer should be connected to a surge protector and Marianne suggested that a battery back-up unit would also be helpful. Steve N. made 1<sup>st</sup> motion to go ahead with improvements and Val K. made 2<sup>nd</sup> motion. Motion Approved. We discussed where to purchase some of the needed items.
- Candee is working on improving the efficiency of recording and viewing visitor information by compiling into a spreadsheet format.
- Candee proposed that we rename the Chamber Membership levels (for improved clarity) to Gold, Silver and Supporting and Sharon suggested that we need to check the current By-Laws first.
- The last issue that was raised was concern for the security of personnel records and related sensitive information that must be saved for 7 years by law. Some alternatives were discussed. Yvonne O'Brien made 1<sup>st</sup> motion for the Chamber to secure a safety deposit box at the International Bank and Val K. made 2<sup>nd</sup> motion. Motion carried.

III. Approval of minutes for January (held 1/9/2014):

Val K. made 1<sup>st</sup> motion to approve minutes as submitted and Yvonne and Steve jointly made 2<sup>nd</sup>. Minutes approved with no changes.

IV. Finance Report:

Steve N. presented the reports for December 2013: Balance Sheet, Profit & Loss Statement and the Profit & Loss YTD Comparison. Steve stated that he is pleased that in a year with multiple Executive Secretaries on board, Candee is staying on top of things and doing well. He also worries that we are running tight and to remain in the Black, we must limit expenses. Steve N. made 1<sup>st</sup> motion to accept the Financial Reports as submitted and Judy K. made 2<sup>nd</sup> motion. Motion approved.

V. Team Reports:

1. Marketing/Advertising: Sharon and Val K. will be getting together soon to pull together the plan for this calendar year.

2. Communications/Website: Judy reported that photos are being collected for use on the new website. Photos are being collected from Barbara Graham, Val Kutz (Cimarron Days) and Yvonne O'Brien for use in the slideshow on the home page. It was suggested to contact Steve Rick and Toby Kessler for rodeo photos. We are avoiding photos of "individuals" where permissions are required. Steve N. can take a

flash drive to Lori Chatterly, once complete. Candee will have the ability to change photos out depending on the season. When the website is up online, all businesses will be asked to review, check and approve their listings.

3. Membership: Vallerie reported that the Membership Drive was working and a number of prior members who had fallen out of membership were surprised and renewed. The business who recruits the most new members will receive a \$50 Gift Certificate from The Smokehouse.

4. Cimarron Days: Val K. reported that the festival is scheduled for June 21<sup>st</sup> – 22<sup>nd</sup>. She suggested that since CNN listed Cimarron as the “Cowboy Capital of the USA, (#6 on list of things to do while visiting New Mexico),” we should offer an award for the Best Cowboy/Cowgirl Hat, Boots, etc.

5. Visitor Center: No report.

#### Candidate Forum:

Flyers will go out announcing the Chamber sponsored Candidate Forum to be held on Tuesday, Feb. 25<sup>th</sup> at the Middle School Cafeteria. Yvonne O’Brien and Val K. have been responsible for planning this event. Judy K. also offered to run any errands. Steve N. will ask Joey M. at Philmont to prepare a refreshment tray and Val K. will prepare the coffee service. A Moderator will read the submitted questions (written on an index card) to keep attitudes and opinions from that aspect of the forum. The election will fill the Mayor’s position and 4 Village Council positions. There are plans to hand out information outlining issues related to Bonds on the ballot.

#### VI. Business Items:

Scheduling membership Meetings/Functions:

**February 20<sup>th</sup> After Hours** - Mike and Connie at The Creamee will host at 5:30 PM.

**March 20<sup>th</sup> After Hours** – (revised after meeting) Tracy Boyce will host at Cimarron Blue.

**April 17<sup>th</sup> After Hours** – (revised after meeting) Junie B’s will host with Ribbon Cutting Ceremony.

The next Board meeting will be held 3/6/2014 at 7:30 AM at the St. James.

#### VII. Other Items/Announcements

Sharon made a report from the recent community meeting where USDA representatives outlined the availability of grant monies for NE New Mexico community improvement projects. She commented that several Cimarron business owners attended, but no one from the Village Council was present. Sharon suggested that since the money was meant to address infrastructure needs, we should go back and look at the 2008 Village of Cimarron Strategic Plan Wish List Items. Those items were intended to have been completed in the 2010-2013 time frame, but the funding was not available. Potential targets included the Wastewater Treatment Plan, Road Improvements, Sewer, and raising abandoned buildings in our Downtown area. Vallerie V. suggested forming a committee to examine further with Sharon as chair. Judy K. and Yvonne O’Brien indicated interest. Yvonne also suggested that Mindy with the Village should be involved as she is responsible for writing grants for the Village. We have been told by the Village that the State money has dried up, so this could be new hope for much needed improvements.

It was requested that Candee send by email to Board Members the following documents: Chamber of Commerce current By-Laws and “Why, How, What?”

Meeting was adjourned by Vallerie V. at 8:35 AM.

Respectfully submitted: Marianne Graham, Secretary of the Chamber Board