

To: Chamber Board Members  
Re: Minutes for 1/14/16 Board Meeting

I. Call to Order: 7:30 AM by Tracy Boyce, outgoing President (Interim)

In Attendance: Tracy Boyce, Vicky Harper, Sharon Smith, Marianne MacGillivray, Jim MacGillivray, Candee Rinde, and new members Chris McGinnis, Rick Parker and Kevin Dowling. Vicky had to leave the meeting at 8:00AM for personal business.

A quorum is present with all in attendance. Tracy took a moment to introduce, welcome and thank all the new Board members – Chris M., Rick P. and Kevin D.

II. Approval of Agenda: Jim M. made 1<sup>st</sup> motion to accept the Agenda and Sharon S. made 2<sup>nd</sup> motion to accept. Agenda accepted.

III. Approval of Minutes from Dec. 14th meeting: Marianne M. made 1<sup>st</sup> motion to approve minutes and Sharon S. made 2<sup>nd</sup> motion to approve. Minutes approved. Jim M. reminded the Board that our approved Minutes are posted on the Chamber web-site and are a public record.

IV. New Board Orientation: Some important background documents had previously been distributed to new members by email – the current Chamber By-Laws, Minutes from the Chamber Retreat held in late 2014 and summarized results from the 2008-09 Village Strategic Plan. Tracy briefly described that non-official strategic planning effort, the involved parties who contributed to the plan and how the strategic plan differs from the official Comprehensive Plan adopted by the Village. The Chamber has attempted to re-energize and realize the strategic planning goals/objectives through conversations at the Community Roundtable (held monthly starting last Spring), with a cross-section of Cimarron citizens represented.

V. Treasurer's Report – Sharon Smith

Sharon S. started with reporting that we have \$3,400.00 in our checking account currently. We reviewed the year to date Profit & Loss Report generated from QuickBooks, which Candee is now managing. Sharon added that from our checking account, we are paying \$100/mo into our savings account to repay Explore the Arts monies over time (\$600 remaining). We have helped Explore the Arts hold their dues in our savings account because of our non-profit tax free status\*. For those new to the Board and new to Cimarron, Tracy B. briefly explained Explore the Arts and its role in the local artist/craft community. We are also paying \$50/mo for the scenic by-way debt to the Village, which will continue indefinitely. Candee now has the Chamber set up with a NM CRS # to file and pay collected sales tax semi-annually. The sales tax will be backed out of the individual items sold in our Visitor Center. Sharon S. made 1<sup>st</sup> motion to approve financial reports and Vicky H. made 2<sup>nd</sup> motion to accept. All agreed and motion carried.

\*Note that several months ago we became aware that our non-profit status was in jeopardy. With recent investigations and phone calls to the IRS, we have discovered that our status was revoked by the IRS in 2012 with failure to file appropriate tax forms for fiscal years 2010-2015. After discovering this problem, we asked Piper Bookkeeping to substantiate our current status as a 501 c(6) organization with the IRS and to assist us in determining the necessary steps in getting reinstated. Sharon will stay in touch with Piper until a determination has been made of responsibilities going forward and what financial commitments are required in getting this important task completed. Until our status is resolved, we are technically unable to apply for or receive grants, which makes it difficult to assist the Village in accomplishing their Economic Development objectives.

VI. Lodger's Tax Board Report – Sharon Smith, outgoing Treasurer

Sharon S. made a brief presentation to the new members of the Board, explaining how Lodger's Tax works and how the Lodger's Tax Board operates. A 4% tax is collected on hotel room tariffs by hotels in the Village. The Village, serving as the administrator, holds the monies collected. These monies are available to any non-profit in town that applies to be reimbursed for expenses made directly to promote

the Village. With the L.T. Board now operational, in future years, any non-profit organization that promotes the Village may apply for and enter into a service agreement with the Board. The Village keeps 10% of the tax collected as an administrative fee. Based on recent annual records, the 3 year historical average of total Lodger's Tax funds available totals \$14,000, but less may be available to the Chamber in the future if other organizations begin to participate.

#### VII. Economic Development Responsibilities – Jim MacGillivray

Jim explained the Chamber's role as the Economic Development arm of the Village and gave a brief history to the new Board members of how/why this came about. The Village, looking to meet their ED responsibility as mandated by the State Legislature, sought out assistance from the Chamber Board. Paul Jenkins of GrowRaton is a leader of this effort at the County level and will be a good resource to us. (GrowRaton is the County non-profit ED group that has been appointed to guide the local ED efforts – and Tim Hagaman is the State level ED official, residing in Springer.) The extent of what is expected from the Chamber Board by the Village to fulfill responsibilities in this capacity is not totally understood at this time, and needs more investigation. The ability to write and receive Grants, though, is essential in this role, and Jim re-stated the Chamber is not in the position to actively seek grants until financial and tax related house-keeping is complete. The Village is also unable until their audits are complete.

Jim M. reported results of the Chamber's efforts to work with the Village on improving their Zoning Ordinance in support of local businesses, thus promoting Economic Development. The 1<sup>st</sup> Reading of the revised Ordinance occurred at the Village Council Meeting this past week. This revision would allow a residence combined with a business within one structure, if more than one-half the area is commerce related. This cooperative process started last Spring – Jim assisted Mindy, the Village Clerk, in rewriting the text to allow this special situation, under certain conditions. Several prospective businesses have approached the Village about making this exception before moving their businesses to our community. He also announced that the next meeting of the Community Roundtable will be Tuesday, Jan. 19<sup>th</sup> at 5:15PM – we will discuss the Chamber's sponsored marketing signage within town, especially refurbishing plans for the "Cowboy Sign," and establishing a "Cimarron Pride Committee," a citizen group focused on issues and awareness related to Village beautification.

#### VIII. Old Business

##### a. Cowboy Sign Update – Marianne MacGillivray

Marianne M. reported that a grant application to the CS Ranch Foundation was submitted in December requesting \$1,000 to assist with refurbishing signage, specifically the Cowboy Sign. Marianne gave a brief presentation to the Board of the new design concept (see attached existing condition photo and proposed design sketch). She will present our concepts to refurbish and redesign the Cowboy Sign at the upcoming Community Roundtable meeting and will finalize design plans with input from the Roundtable. Marianne will coordinate implementation with artist, Melinda Marlowe, upon Board approval to move forward and when funding sources are available. There was positive feedback on the sketch circulated and Kevin D. suggested the use of universal symbols to denote restrooms, services and eating establishments.

##### b. Website updates – Marianne MacGillivray

Marianne explained that updating business listings on our web-site does not entail a complete "revamping" effort. Candee makes a good point that inclusion of all Cimarron area businesses in the listings represents a clearer and more comprehensive guide to the visitor – Chamber member businesses would remain highlighted at the top, with all location, emails/other contact information and links to websites included.

#### IX. New Business

##### a. Board Elections and Results:

Following is the resulting vote - Officer Positions for 2015-16:

President-Jim MacGillivray

Vice-President-Vicky Harper

Secretary-Marianne MacGillivray

Treasurer-Kevin Dowling (agreed to serve in limited capacity until our non-profit status is resolved)  
Past-President-Tracy Boyce (non-voting)

Team Chairs for 2015-16:

Visitor Center – Marianne MacGillivray will supervise Candee R., our Exec. Secretary, and VC operations and Rick Parker will assist with maintaining the physical Visitor Center structure.

Membership – Vicky Harper

Economic Development – Jim MacGillivray

Marketing is unassigned

b. Candidate Forum and PAC update – Sharon S. reported in Vicky's absence

The PAC currently includes Vicky, Chris and Sharon - Sharon reported that the potential Council candidates outnumber available slots. The upcoming Candidate Forum that the group has organized will be scheduled for mid-February – the details such as location and moderator have not yet been determined. Vicky has led this effort and will write questions for the Board to approve. She will work with Candee on promoting the event. This will give all Council candidates the chance to speak and present their perspectives and qualifications for this position. Attendees will be given the chance to submit questions as well. We discussed the possibility of offering promotion opportunities to all candidates on our Chamber website and in our Weekly Updates, since a local/regional paper is no longer circulated. Elections are scheduled for March 1, 2016. As a Chamber, we will not publically endorse individual candidates.

X. Executive Secretary's Report – Candee Rinde

Note that Candee gave her report prior to the Officer Elections, in hopes that Vicky would be able to return to the meeting. Candee distributed an informative Year End Report for all Board members to review. We discussed multiple questions that she has encountered over the last few weeks. Candee has been approached by DeeDee Sanchez from the Philmont Training Center who wants to give her a tour of the available facilities within the complex with the idea of holding a joint Chamber retreat/symposium. We agreed that her taking the tour would be beneficial, but that the Chamber planning an event would not be forthcoming for awhile. Candee had asked previously about ordering more Cookbooks to sell in the Visitor Center but has recently received a box of cookbooks that International Bank had on hand and weren't selling. The Board directed Candee to put all funds raised by the Cimarron Art Gallery selling cookbooks for the Chamber into the General Fund in QuickBooks. The Board all agreed that re-entering into a 2 year contract with Century Link for phone service is advantageous and will save enough funds monthly to warrant the commitment. Jim made 1<sup>st</sup> motion and Sharon made 2<sup>nd</sup> motion – all agreed and motion carried.

Candee announced that the wall-mounted outside cabinet where we make brochures available to visitors when the Visitor Center is closed has again been damaged by recent high winds. Jeremy Ricklefs stopped by to examine the damage and concluded that replacement of the latch was required to keep the doors from blowing open. We discussed how to entice passers-by to stop at the Center and asked Candee to add "Restroom" to the Marquis sign since our highway sign does not include this. Tracy added that having a Keurig Coffee Machine would make offering free coffee easier, but we decided that it would be better to direct visitors to either the Hot Spot Diner or the Cimarron Art Gallery to get their coffee. Chris M. suggested that traffic numbers through town may have dropped since traffic violation/speeding tickets have dropped from previous year numbers. We asked Chris to locate hard information recording traffic counts through town.

Candee discussed the need to set dates for Ribbon Cutting ceremonies requested by new business owners. The first is for a re-do for Gilbert at the Hot Spot Diner – we are looking at a February date for this event, although it may be better attended by the Chamber membership during the Spring months when weather is more predictable. Also, Tim Judd requested one for TJ's Café (temporarily closed after this meeting). The last ribbon-cutting for the Mini Mart will be scheduled later – it is not yet open. Jim M. suggested that this is a Membership issue and Vicky (still absent) should be involved in making these decisions.

IX. Other Items/Announcements

Schedule of upcoming Board Meetings/Chamber Functions:

The next Community Roundtable is scheduled for Tuesday, January 19<sup>th</sup> at 5:15 PM, Cimarron HS Library.

The next Board meeting is scheduled for Thursday, February 11th at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:00 AM by new President, Jim MacGillivray

Respectfully submitted: Marianne MacGillivray, Secretary of the Chamber Board  
January 30, 2016