

To: Chamber Board Members
Re: Minutes for 3/5/15 Board Meeting

I. Call to Order: 7:30 AM by Vallerie Vickers

In Attendance: Vallerie Vickers, Marianne Graham, Janice Reynolds, Sharon Smith and Barbara Graham. We missed Candee Rinde, our Executive Secretary. Two board member slots are unfilled due to recent resignations.

II. Agenda: Barbara G. made 1st motion and Sharon S. made 2nd motion to accept. Agenda approved.

III. Approval of Minutes from Feb. 5 meeting: Sharon S.. made 1st motion and Barbara G. made 2nd motion to accept. Minutes approved.

Vallerie suggested that our most recent meetings have not been productive in furthering the discussion/developing our role in the community, based on our new objectives, since guests have been present and giving presentations to the Board.

IV. Board Vacancies and By-law Revisions There are now 2 vacant positions on the Chamber Board and we discussed at length the best approach in filling these vacancies in light of our current By-law restrictions (approved July 1, 2010). We are aware of 3 (three) individuals that are interested in working with us on the Board, 2 who are current voting members with licensed businesses in Cimarron (Tracy Boyce and Anita LeDoux) and 1 (Vicky Harper) who is a non-voting supporting member. Vicky is a very active member of our community, but not a business owner. Under current By-laws, only voting members can be voted onto the Board. We also discussed if there was merit in increasing the size of the Board by 1 (one) position in the upcoming revision of the Chamber By-laws, to specifically include a Non-voting Member representative. The intent as resolved in our Chamber Board Retreat (held 10/24/14) was to amend our Membership Categories to make all members voting. Rather than limiting involvement of good Board candidates by a document that we are in the process of amending anyway, the ultimate vote of the Board was to first, move forward quickly with the By-Law revision. Then, second, proceed to put the document out for vote by the General Membership. With this action, we would call a special election and ask the General Membership to vote on the Board's 2 (two) vacancies with 3 (three) on the ballot. Others may express interest in the meantime and be added to the ballot.

V. Old Business:

1. Mission and Vision Statement Vallerie moved to accept the MISSION~VISION STATEMENT (Draft 2-dated 2/11/15) and Janice R. made 2nd motion. There was no discussion. All approved and motion carried.

2. Lodger's Tax Clarification was provided. Funds must be used to promote the community (Village of Cimarron). Now, only the Chamber applies to the Village and receives reimbursements towards operations, salary, utilities for the Welcome Center, and advertising. A portion of our costs are also reimbursed towards the port-a-potties rented for the center and 9th Street businesses during the summer months. All hotels, lodges and inns within the Village limits pay into this fund with a tax gathered from lodgers visiting Cimarron. The Village administers the fund and is entitled to hold back a percentage as an administration fee. The Chamber's concern is that there are not enough funds to cover all of our needs with the loss of 30% of the tax with the closing of Canyon Inn. The Mayor has yet to name a Lodger's Tax Board so that these legitimate concerns can be heard and acted upon.

3. Team Formation Vallerie requests that each team be composed of 1 (one) leader from the Board and 1 (one) assistant not on the Board, to be recruited by the leader. This will promote and increase involvement of the general membership. These Teams include the Welcome Center, Advertising, Marketing, Events/Activities and Finance. Barbara G. will work on defining the role of the "Marketing" Team. We are hoping to get the vacant positions on the Board filled soon so that some of these dormant teams can have a leader with new vision and energy.

4. Finance Team Sharon Smith has volunteered to lead the Finance Team with the resignation of Steve Nelson. She suggests that she knows and currently works with Quick Books. She recommends that our Quick Books categories be revised to reflect our Budget categories. This improvement would help us track our spending and better stay on our budget.

5. Visitor's Center Team Report With Sharon S. moving to Finance, Vallerie Vickers has volunteered to take back the leadership role for the Visitor's Center. One item on this team agenda is to revisit the job description of the Executive Secretary (Director).

6. Events Team Report Janice Reynolds, team leader, reported that we received permission from the Village to hold "Yard Sales in the Park" slated for 1st Saturdays of the month. More details later. Following are some updates on plans for "Wild West Days" to be held in the Park on July 18-19 as outlined by Janice: We have received 3 (three) sponsorships to date – \$500 from International Bank, \$200 from Philmont and \$75 from the local chapter of the Kiwanis Club. The goal for this first time event (although inspired by Cimarron Days) is to not lose money, so these sponsorships are important. There is a \$800 budget for this event increased to \$1,575 by these donations. Potential "Vendor's" letters have been sent out to Chamber businesses and those who have participated in the past. We have also reached out to new people including non-profits and other civic-minded organizations in the community – this should include service, church and school groups who may want to have a booth for fund-raising or building community awareness. Contrary to what we had previously understood, the Chamber will be charged \$300 for the Gunfighter's Show. With the musical bands who have been secured and the gunfighters, the current expenses equal \$1,400. Four booths have been requested to date at \$25 fee each.

Other events that will continue are our sponsorship of the July 4th Parade. Although there is no budget for this event, we have traditionally provided a modest sum of prize money for the best floats in the parade, along with ribbons.

Vallerie V. volunteered to assist Janice as the lead on Events.

In discussion, we reemphasized that Teams should not make decisions independently from the Board, especially those affecting budgetary commitments, but bring proposals needing approval back to the Board for a vote.

VI. New Business

1. Analytical Survey of Members Barbara G. is working on this project – she suggests that Springer has done a number of surveys and may use these for ideas.

2. By-laws Revision Barbara G. and Marianne G. will meet to work on drafting new By-laws based on our resolutions from the Chamber Board Retreat. Both will be out of town following this meeting, but can get together between March 18th and 25th. When completed, an informal Board meeting may be called to review prior to the next formal meeting on April 2nd.

3. Filling Vacant Board Positions We resolved to try to keep moving forward with the By-laws revision/vote and the voting in of new Board Members so that they could be present at the May Board meeting.

VII. Executive Secretary's Report:

Candee was called to California for her father's funeral and was away the day of our meeting. She provided a written report by email.

VIII. Other Items/Announcements

1. Vallerie announced a new business in the Village, a mineral & rock shop relocated from Eagle Nest. It's location is 444 East 9th Street, the building occupied previously by the Cimarron Candle Company. We all should go by and welcome Sheila Park, the owner. We will schedule a ribbon-cutting for the new business during the summer months.

2. Schedule of upcoming Board Meetings/Chamber Functions:

The next Board meeting is scheduled for Thursday, April 2nd at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:23 AM by Vallerie Vickers.

Respectfully submitted: Marianne Graham, Secretary of the Chamber Board
March 27, 2015