

To: Chamber Board Members
Re: Minutes for 10/8/15 Board Meeting

I. Call to Order: 7:30 AM by Tracy Boyce, Acting President

In Attendance: Tracy Boyce, Vicky Harper, Candee Rinde, Jan Reynolds, Sharon Smith, Jim MacGillivray and Marianne MacGillivray. One board member slot remains unfilled.

II. Agenda: Tracy B. presented the Agenda and made 1st motion to accept. Sharon S. made 2nd motion to accept and all approved. Agenda approved.

III. Approval of Minutes from September 10, 2015 meeting (prepared by Vicky Harper): Vicky H. noted that she revised the originally issued Minutes to include a listing of Board Members and Officers as requested by International Bank to prepare a new signature card. Sharon S. also wanted to make a revision (to be added in the Financial Report section) as follows: The Board mistakenly spent apx. \$1,200 of funds belonging to Explore the Arts and will be looking into raising or reallocating funds to proceed with paying the money back. With the addition, Vicky H. made 1st motion and Jim M. made 2nd motion to accept. Amended Minutes approved. Sharon S. will take the approved, amended Minutes to the bank.

IV. Treasurer's Report – Sharon Smith

We reviewed the Reconciliation Detail report. The ending balance after September is \$1,892.05, an amount still requiring cautionary spending and careful management to meet our financial obligations.

Jim M. inquired about the Lodger's Tax procedure and Sharon S. explained how the Chamber is reimbursed for eligible costs that we have spent in promoting Cimarron and Cimarron's businesses. Claimed costs are documented with copies of checks written and/or bank statements with this information included. Tracy B. further explained that we should responsibly track what the Village has paid out to the Chamber versus our Lodger's Tax Budget filed with the Village for the year, so that we know when we are reaching our cap. This approved budget is part of the annual Service Agreement drawn up between the Chamber and the Village (joint responsibility) – we believe that this has not been done for the current year. Sharon S. will follow-up and determine the status of this agreement. Jim M. proposed that we submit a Statement of Payments made to the Chamber by the Village quarterly or bi-annually. Sharon pointed out that \$14,400 is the cap on Lodger's Tax for this fiscal year, arrived at by an historical average over the last 3 years – funds collected by the Village from hotels within the Village boundaries. We also discussed the role of the Lodger's Tax Board that has been formed, but has not yet met. Jim M. suggested that it would be appropriate for the Board to meet twice a year. A question was posed – what happens when extra Lodger's Tax funds do not get spent by the Village?

Sharon suggested that in our annual 2015-16 Budget, we have \$1,000 of Income estimated from fundraising efforts and posed the question whether we can re-direct these funds, when raised, to repay Explore the Arts? Sharon made 1st motion to approve the Financial Report as submitted and Vicky H. made 2nd motion. All approved and motion carried. Report is approved.

V. Old Business:

Membership and Nominating Committee Vicky H. reported on the on-going Membership Campaign – she has been working with Candee to draft a letter to send out to the general membership and she continues to visit businesses in person. Since the dues have been raised to \$100/year for everyone, some are asking for incentives to join. What services can we offer to provide a perceived value to our members? For those past members who have not re-joined (15 from 2008 – 2014), we discussed making a one time “Welcome Back” offer, such as a 50% reduction in dues. Among other ideas suggested were

reducing fees for copies (\$.05 still covers our costs) and faxes to members. The normal fee for a fax is \$1 per page. Beyond incentives, the most important information to convey to new or renewing members is the Chamber's new role in bringing the community together, building an economic development team to assist the Village in planning a prosperous future. We have been empowered by the Village to perform this function and have begun to gather ideas, listen to and work through issues through the monthly Roundtable, sponsored by the Chamber. This coming month's meeting will feature Paul Jenkins of GROW Raton who will give a presentation about the Colfax County Economic Development Board. Building community awareness among our businesses and in-turn, increasing support of our local businesses by our community members is what the Chamber is striving to achieve.

Vicky H. is also talking to individual members (current and potential new members), assessing interest in their becoming active on the Chamber Board. Jim M. asked that the Nominating Committee strive to reach more gender balance in the candidates.

Visitor Center Hours Candee R. presented the off-season hours as 10-4 from Tuesday through Saturday and suggested that coming in 15 minutes earlier than open time helps to prepare for the day. We also spoke about Candee's job description and details of performance reviews, and whether this has been attended to during the past two years. After discussion, in light of our tight budget, Sharon S. made 1st motion to reduce the office hours to 10-4 on Wednesdays through Saturdays, effective immediately. Candee will be paid for the hours that the office is officially open. Jim M. made 2nd motion and all approved. Motion carried.

Cowboy Sign Marianne M. is working on re-design of the sign and will be meeting with Melinda Marlowe to review details and solicit an amended proposal due to the changed approach. This will be a single job and will not require updating and changing information every year. We discussed that the informational sign should welcome visitors to Cimarron and include the theme "Gateway to the Cimarron Canyon" so that Ute Park businesses will be included. Marianne proposed applying for the CS Ranch Grant monies to specifically use for the Cowboy Sign refurbishment project. This letter is due in December, and we will support the amount requested with Melinda's revised proposal. Sharon S. (The Porch) and Jim/Marianne M. (Cimarron Candle Company) will both donate their paid fee (for display of business name on the Cowboy Sign) to this purpose, and we will continue to ask other "paid" businesses for their support. Jim M. asked that the "Cowboy Sign Options" be attached to the September 10, 2015 Minutes for reference.

VI. New Business

Economic Development Committee Jim M. asked if we should present the official strategic and/or the comprehensive plan at the next Roundtable meeting? The COMP plan is what the Village officially uses, and we all agreed that it would be more appropriate to present this document. Jim also shared that he invited Paul Jenkins of GROW Raton to give a presentation at the Roundtable meeting rather than attending our Board meeting. Jim will also invite our Village elected officials to the upcoming Roundtable. Paul Jenkins is the Economic Development Coordinator and contact person for all of Colfax County, and Tracy B. wondered whether Jim's title should be "Local Economic Developer?" Jim also reported talking to Stacie Ewing, an Eagle Nest Real Estate Agent with the "CC" restaurant listing. She suggests that a huge issue in Cimarron is our small labor pool and businesses finding a dependable work force. Another point of discussion was whether Tim Hagaman should be asked to come to the Community Roundtable as a representative of the New Mexico state lead Economic Development effort. Jim will also touch base with Landon Newton who is on the County Board and is the Economic Development contact for Springer.

Jim will continue to talk with Jeannie Tatum of Pine Ridge, Ute Park about concerns with renewing their Chamber membership and inquire about her interest in serving on the Board. He will talk to her more about using her Accounting Services, perhaps in turn for some membership privileges.

VII. Other Items/Announcements

Schedule of upcoming Chamber Board Meetings, Village Meetings and Chamber Functions:

The next Village Council meeting is scheduled for Wednesday, October 21st.

Kiwanis' Turkey Shoot is to be held October 24th.

Community Forum, held by the Cimarron School District, is scheduled for October 27th.

The next Board meeting is scheduled for Thursday, November 12th at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:01 AM by Tracy Boyce.

Respectfully submitted: Marianne Graham, Secretary of the Chamber Board
November 10, 2015