

To: Chamber Board Members
Re: Minutes for 3/10/16 Board Meeting

I. Call to Order: 7:35 AM by Jim MacGillivray, President

The meeting was held at the St. James Hotel Dining Room.

In Attendance: Jim MacGillivray, Tracy Boyce, Vicky Harper, Marianne MacGillivray, Chris McGuinness, Kevin Dowling and Candee Rinde. We missed Rick Parker.

A quorum is present with all but one in attendance.

II. Approval of Minutes from Feb. 11th meeting: Marianne M. made 1st motion to approve Minutes and Vicky H. made 2nd motion to approve. Minutes approved as submitted (with previous corrections).

III. President's Remarks:

Jim M. thanked Kevin Dowling and Philmont Scout Ranch for the gracious donation of \$1,000.00. Kevin D. (PSR General Manager) has also offered to help the community by mowing the highway right of way through town, including Rt. 21 and US Hwy. 64. Jim M. presented another item that has been missed for the last several years, filing an annual non-profit corporate report with the Secretary of State of New Mexico. This is done online. With the \$10 per year fee plus \$10 late fee per year due, we will incur additional costs to get in good standing. 2011 was the last year that the report was filed. (2012, 2013, 2014, 2015 reports are due now, 2016 to be filed after July 1, 2016 to correspond with our fiscal year.)

Thank you cards were also distributed for all to sign. We are grateful to Sharon Smith for her hours of work to collect past years financial records for Piper Bookkeeping (for preparing IRS 990s). We are also grateful to Gayanne Jeffers for moderating the Village Council Candidate Forum on behalf of the Chamber.

IV. Treasurer's Report: Jim M., Interim Treasurer, presented the 2015-2016 Budget report, with most information and amounts entered through date of meeting. Some of the dollar amounts listed are still being reviewed for accuracy, such as Membership Dues income. Jim pointed out that we are still making assumptions going forward such as potential membership renewals and it is anticipated that we will increase the hours of the Visitor Center and Candee R.'s hours in the May/June time frame. We need to develop a better tracking system for membership – Kevin D. made the suggestion that having all renewals due at one time would facilitate this. We briefly discussed the merits of this idea and when the optimum date would be. As there are varying opinions on this point and more discussion needed, we delayed any action on this item. Jim M. made 1st motion to approve the Monthly Financial Report and Kevin D. made 2nd motion to approve. All approved, motion carried.

As a follow-up to last month's update on our pending non-profit status, Jim M. announced that Judy Piper now has all of the necessary Chamber files/records to prepare our past-due IRS 990s. He shared the good news that Sharon and Candee have located a copy of the original Cimarron Chamber of Commerce IRS 1024 (filed 1997) – this will help us tremendously in filing the same form for reinstatement. Jim also asked all those board members who are participating as authorized signers on the checking/saving accounts to drop by International Bank to sign the signature cards.

V. Old Business

a. Community Roundtable status: Jim M. asked Chris M. whether this is going forward. It has been held the 3rd week of the month – Chris will look at starting this community meeting back up in April. Chris said that "Coffee with Cops" (casual Saturday morning meeting with interested community and Police Chief Ferguson) has helped to address this function.

VI. Executive Secretary's Report – Candee Rinde

Candee R. stated that sensitive personnel files have been placed in a metal filing cabinet drawer, but it needs a lock to secure. Jim M. has purchased the lock and will install. Kevin D. will share Philmont's record retention policy. Personnel files are to be kept for 7 years. Kevin inquired about our PCI compliance – this is not required since the Visitor Center only accepts Cash & Check payments only. Rick P. and Candee have not yet met about fixing the outside storage cabinet hardware and other maintenance needs around the Visitor Center.

VII. New Business

a. Lodgers' Tax Board Application

This will be the first year to apply to the Lodgers' Tax Board – a board that will make recommendations to the Village and Village Council for distribution of Lodgers' Tax dollars to non-profit organizations who promote Cimarron's tourism. Traditionally, the LT application and Agreement with the Village has been prepared by the President and Treasurer. Jim M. will take the lead on this, holding both positions. The suggestion was made to use the following "tourism" related buzz words – Advertising, Promoting and Publicizing.

b. Village ED Ordinance – Jim M.

Jim announced that the Village Council has not in fact passed the Ordinance that in part names the Chamber Board as the Economic Development Organization for the Village. The legislation only received a 1st Reading. This relieves the Chamber Board from fulfilling the enumerated duties for now and allows us to step back and evaluate our abilities, interests and responsibilities in this capacity going forward. The legislation called for an ED Marketing Plan, development of a Business Retention/Mentoring Program and a creation of a web-based Land Development Inventory. Jim proposed that we keep discussing what we want our role to be.

c. Insurance – Approval – Jim M.

Our property/liability insurance is up for renewal and because our premiums have significantly increased over the last few years, Jim contacted our broker and several other brokers to shop the coverage and price. Three quotes were presented, with our current carrier, Arthur Insurance of Raton, being slightly higher. Tracy B. suggested that Arthur has offered a free rider for events in the past – the July 4th Parade included. Jim will confirm whether this will still be offered. If not, Jim will approach the Village to ask them to apply for the Parade Permit. Since Arthur is a Cimarron Chamber member, the board agreed to continue with them. Kevin D. made 1st motion and Marianne M. made 2nd motion. All approved, motion carried.

d. Membership

Vicky reviewed the status of membership renewals under the one flat rate voted in the General Membership Meeting last May – currently we have 69 total members.

Previously: 29 Gold @ \$125
 19 Business @ \$ 80
 7 Supporting @ \$ 25

Currently: 32 have renewed @ \$100, 15 businesses have not renewed and 6 supporting members
(to date) have not renewed.

We discussed a few businesses who were members under trade arrangements for giving auction/raffle items – we agreed that this was not a good policy, since many others are asked to give donations throughout the year without additional benefits. Jim asked if an affiliate level (non-business category) should be re-established? Kevin asked what members see as a benefit to joining? Establishing value and purpose is a must. We discussed ideas for a membership event – with a social component to draw better attendance. Kevin offered Philmont Scout Ranch as a location and could host a wine/cheese reception in May before the summer season. He suggested another alternative in August – adding chamber members to the Buffalo cookout – a non-alcohol neighbor event. Jim suggested that planning for this event should start now.

Vicky H. has started a list of how the Chamber offers value to members. We advertise, publicize and promote tourism in the Village, which benefits all businesses directly or in-directly. We also affirmed that Candee's highlights of local businesses in the Weekly newsletter has been well received and should be continued as time allows. Candee will check with the Village for the date of the Spring clean up – assisting as an organization can increase effectiveness of the effort.

We discussed the Chamber's website, and a need for regular updates. This should move up on Candee's priority list, especially leading into the summer tourism season. We decided that Candee will reach out to the contacts for all events to get 2016 dates and related information updated. All business listings need to be reviewed – many changes have occurred – businesses opening and businesses moving/closing. Marianne will assist Candee in getting the updates accomplished and then look at the graphic presentation as a secondary task. Vicky will forward a list of updates that she has noted to Marianne.

We discussed the role of the Visitor Center and how it is viewed and used by Chamber members. Marianne suggested building awareness of what it takes to operate the Visitor Center on a day-to-day basis. Tracy figured that at current staffing it roughly costs \$40 to have the VC open and during the summer it costs \$100. Marianne suggested approaching local businesses to sponsor the VC for a day in the summer months (@\$100 max.) in turn for having their business highlighted in the newsletter and/or Marquee sign for a week. Can we spruce up the Marquee sign? Jim agreed to mow around the base of the sign to keep it visible and well groomed. We will continue to discuss this idea, perhaps approaching businesses at the May General Membership meeting. In conclusion, Vicky suggested that there is great value in the human exchange that takes place in the VC – talking to visitors and directing them to restaurants, shops and museums.

Wrapping up the membership discussion, Jim asked for resolution on membership levels. We all agreed to add a supporting/affiliate membership level (non-business) – churches, individuals, other non-profit groups, probably at \$50/yr. Requiring a vote by General Membership for final approval, we will take this to the May meeting. Tracy B. made 1st motion and Marianne M. made 2nd motion. All approved, motion carried.

e. Team Reports

Visitor Center Operations – Marianne M.

Marianne is working with Candee on streamlining procedures and setting priorities with her limited schedule and will focus this month on updating the Chamber website. On the list is creating a Marketing Group to look at re-designing the Locator Brochure. We have an ample stock of brochures to hand-out for this season. Summer advertising is also rising in urgency. Candee will post on the weekly updates that the VC is looking for summer volunteers.

July 4th Parade - Candee R.

Candee is working with Kelly C. on plans for the parade. Jim will ask the Village about the DOT permit and request that the Parade be put on as an agenda item at an upcoming Village Council meeting.

VIII. Other Items/Announcements

Schedule of upcoming Board Meetings/Chamber Functions:

The Community Roundtable for March is canceled.

The next Board meeting is scheduled for Thursday, April 14th at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:40 AM by Jim M.

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