

To: Chamber Board Members
Re: Minutes for 5/12/16 Board Meeting

I. Call to Order: 7:41 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, Rick Parker and Candee Rinde. We missed Kevin Dowling.

A quorum is present with all but one in attendance.

II. Approval of Minutes from March 10th meeting (note that a quorum was not present for the April meeting – there are no recorded Minutes from April): Marianne M. made 1st motion to approve Minutes and Vicky H. made 2nd motion to approve. Minutes approved as submitted.

III. President's Remarks:

Jim M. started by sharing that the Chamber continues to be financially challenged. Reviewing Candee's VC Financial Report for April, Tracy B. commented on inconsistencies of income figures from sales. Candee will verify and make a clarification by email after the meeting. Prior to this meeting, there had been some discussion about the amount of funds owed Explore the Arts and the current balance in savings belonging to the organization (that had been placed in our keeping). The savings account balance is currently \$1,381 – all savings funds are earmarked for ETA. It was suggested that the Chamber's 2016-17 budgeted amount of \$400 for printing could go to the ETA printed maps, if not needed to order additional tri-fold sleeves for our Business Locator Map/Cimarron To Do listing. Jim also noted that Judy Piper is still looking at May for completion of the IRS 990's. When those are filed, the reinstatement process for non-profit status can begin. Jim M. made 1st motion to approve the Monthly Financial Report and Tracy B. made 2nd motion to approve. All approved, motion carried.

IV. Treasurer's Report:

Jim M., Interim Treasurer, discussed the Chamber's proposed 2015-2016 Budget in light of expected Lodger's Tax funds for the upcoming fiscal year. The actual funding amount is pending an additional meeting of the LT Board (with more appointed representatives from lodging businesses). Then, the final allocations of funds/recommended recipients will be presented to and approved by the Village Council. At this point, Jim has used \$10,000 LT income as a working number for the Chamber. Approval of the final budget will be delayed until the LT funds are established and a LT agreement with the Village is signed. Jim clarified that the Agreement with the Village is limited to 75% of VC utilities, 75% of salary/taxes and 80% of phone/internet expenses, assuming that the 25% relates to Chamber member services, not the operation of the visitor center for promotion of tourism. Insurance cannot be covered by LT funds. Vicky H. suggests that we can still review the preliminary Budget at the Member Summer Kick-off meeting. Our last submittal for reimbursement of allowable expenses under the LT agreement with the Village was for February. We were then at our agreed limit for the year, however with some discussion among the Board members, we decided to go forward with submitting March and April expenses, thus, asking the Village for additional LT funds, if available. In further reviewing the proposed 2016 Budget, Jim M. pointed out that Income from membership assumed 50 members. Tracy B. brought up concern with amount of accounting fees expended, especially related to salary/payroll expenses. Is there another way to accomplish this without paying a Bookkeeper for this service? We discussed and agreed to continue paying the Village \$50/mo to settle the Santa Fe byway debt to the Village, although there still remains disagreement about whether this debt was fairly incurred. The Net Income from the Budget could go to paying borrowed funds back to Explore the Arts.

Jim M. presented a potential annual staffing plan for the Visitor Center, ramping up during the busy summer months and reducing hours the balance of the year in proportion to expected tourism. He proposed 6 days a week/7 hrs per day June, July and August (42 hrs), 5 days a week/4 hrs per day in September (20 hrs), transitionally reduced hours in May and October and skeletal hours during the winter months (9 hrs). At these staffing levels, the Chamber could afford to pay the assistant who would work

only during the peak of summer. To date, we have not had any success finding volunteers for the VC. All Board members agreed that the proposed Budget is on the right track – Jim will make a few adjustments.

To raise additional funds, Jim M. asked if he could pursue asking for “sponsors” for the July 4th parade. He would solicit a few high-profile businesses such as International Bank, asking for a \$200 donation. He would then ask R.W. Hampton to announce the parade sponsors during the Rodeo and the names would also be featured on posted flyers about the parade. No one objected to the idea, although Tracy B. wondered if there were any liability implications. Jim responded that the Chamber is responsible, carrying a rider on our insurance policy that handles liability for the parade activity.

Jim M. presented a proven method to solicit and recognize donations made by member businesses as a built-in part of the dues structure. We can start this immediately:

\$100 – Full member

\$250 – Contributing member (dues + \$150 donation)

\$500 – Supporting member (dues + \$400 donation)

\$1,000 – Sustaining member (dues + \$900 donation)

Jim M. made 1st motion to approve the Dues Structure and Chris McG. made 2nd motion to approve. All approved, motion carried. We also discussed giving Ethel Ramsey-Holt a complimentary annual membership at the upcoming Summer Kick-off event to recognize her commitment to the Chamber for the past 30 years. Ethel was one of the signers who applied for the Chamber’s original charter from the State of New Mexico in 1986. Vicky H. made 1st motion to approve and Tracy B. made 2nd motion to approve. All approved, motion carried.

V. Old Business

Community Roundtable status: Chris McG. said that “Coffee with Cops” (casual Saturday morning meeting with interested community and Police Chief Ferguson) will address this function for the time being. The upcoming “chat” is scheduled for Saturday, May 28th 9-11 AM at The Porch.

Economic Development Ordinance: Jim M. reported that the ordinance requires another reading before a final vote by the Village Council and signing into active law by the Mayor. He will remain in touch with Mindy V. about getting this on the Council agenda.

4th of July Parade: Jim M. reported that the Village Council approved the parade and providing traffic direction for the event, and Candee R. said that she is still waiting for the DOT permit. Candee sent notice to Family Dollar (currently under construction) about using the highway median (easement) in front of their building lot to stage the parade and line up floats before the event begins. Hopefully, the construction will not be active on this holiday. Chris McG. said that he knows the foreman on the job and can mention it to him.

Village Zoning Ordinance revisions: Jim M. is working on Zoning Ordinance revisions with Damien at the Village, focused on incorporating a potential for partial residential occupation within a business structure – he said that he is looking for a cooperative approach with the new Village Council.

VI. Executive Secretary’s Report – Candee Rinde

Candee R. indicated that the outside storage cabinet at the Visitor Center requires additional hardware latches for the doors to stay closed during high winds. She reported that the Village Spring clean-up is scheduled for May 12th and 14th. We are planning a Summer Kick-off After Hours event and have yet to set a definitive date. Tracy B. has offered her gallery shop so that finger foods and wine can be offered, and we will need to coordinate the date with her. Candee will complete and send out the flyer when the date is set.

The VC will stay at the current hours – 12 hours per week – until the end of June due to budgetary constraints. We still welcome any offers to expand the hours with a summer volunteer.

VII. New Business

All agenda items were discussed above.

We concluded the meeting by reviewing a printed Potential Membership Renewal list and dividing up businesses and names between the Board members. We will personally invite those businesses to join or renew and check in on progress at the next meeting.

VIII. Other Items/Announcements

Schedule of upcoming Board Meetings/Chamber Functions:

The next Board meeting is scheduled for Thursday, June 9th at 7:30 AM, St. James Hotel.

Meeting was adjourned at 9:33 AM by Jim M.

Respectfully submitted: Marianne MacGillivray, Secretary of the Chamber Board
June 15th, 2016