

To: Chamber Board Members
Re: Minutes for 12/10/15 Board Meeting

I. Call to Order: 7:35 AM by Vicky Harper – Tracy Boyce, President was absent.
In Attendance: Vicky Harper, Sharon Smith, Marianne MacGillivray, Jim MacGillivray and Candee Rinde. We missed Jan Reynolds. Guest: Jeremy Ricklefs

II. Approval of Agenda: Sharon S. made 1st motion to accept the Agenda and Vicky H. made 2nd motion to accept. Agenda accepted.

III. Approval of Minutes from Nov 12th meeting (prepared by Vicky Harper): Sharon S. made 1st motion to approve minutes and Vicky H. made 2nd motion to approve. Minutes approved.

IV. Treasurer's Report – Sharon Smith

Sharon S. reported that Candee R. is now performing most bookkeeping tasks using QuickBooks (having worked with Sharon) - this will substantially reduce our accounting expenditures paid to Piper Bookkeeping. Candee is still learning how to produce software generated financial reports, so none were presented. Piper is still doing the payroll and related taxes. Jim M. suggested that there are online entities that could do this service for us. Sharon approved the purchase of new letters for the marquis sign – purchased from Amazon for \$80 by Vicky H. \$100 will be transferred to the Cimarron Explore the Arts monthly to repay debt owed – this will require two Board signatures. The signature card is now in place at International Bank – including all current Board Members.

Candee reported that in response to former questions regarding the Chamber's responsibility to pay state sales tax for merchandise sold in the Visitor Center, she has now opened a NM CRS account for the Chamber. She will file semi-annually and will back out the sales tax from the merchandise proceeds instead of adding the sales tax to the price. Jim M. again asked about the status of the Chamber's filing of 990's to maintain (or re-instate) our non-profit status. This is very important to maintain, especially to keep the Chamber eligible to apply for and receive Grants. Sharon had asked Piper Bookkeeping previously to investigate this, but we have yet to receive a report. Sharon will follow up. Sharon S. made 1st motion to approve financial reports and Vicky H. made 2nd motion to accept. Motion carried.

V. Lodger's Tax Board Report – Sharon Smith

Sharon reported that the LT Board is now formed and meeting. Members called their own meeting and Mindy Cahill from the Village also attended. The group is still learning the process and will meet once a Quarter. Note that other entities could approach the LT Board if they were expending funds for promoting the Village. The Service Agreement now in place between the Chamber and the Village of Cimarron has a cap of \$14,391.00 for the current operational year (2015-2016).

VI. Old Business

- a. Ballot Slate for 2016 Chamber Board - Vicky Harper Vicky reported that there are 3 openings and 2 nominees currently. (According to by-laws, there are 7 total slots and 3 members will be continuing.) Rick Parker of Guns & Gear and Sgt. Chris McGinnis of the Village police force have both agreed to have their names on the ballot (Chris, a Village employee, is required to join the Chamber as an individual). Jeremy Ricklefs, present at the meeting, declined to serve. We all agreed that having a representative from a Lodging entity and from Philmont would be meaningful to the Board. (Note that Kevin Dowling, General Manager of Philmont Scout Ranch later volunteered to serve and was added to the ballot just prior to distribution – 12/14/15.) Regarding soliciting new or renewing businesses for Chamber membership, we discussed how the Chamber should be marketed as a catalyst for community support and engagement rather than solely serving business and visitor interests.

- b. Cowboy Sign Update – Marianne MacGillivray Marianne will continue to coordinate design, repairs and repainting of The Cowboy Sign, coordinating with artist, Melinda Marlowe. A revised proposal and schedule will be submitted to the Board when plans are finalized.
- c. CS Grant Renewal – due Dec. 31st Marianne will write grant proposal asking for \$1,000 to assist in improving signage (directional and informative signage related to business centers and the Visitor Center) within the Village limits.

VII. New Business

- a. Roundtable – Jim MacGillivray & Sharon Smith At the last meeting, Paul Jenkins from Grow Raton suggested splitting the Community Roundtable meetings into separate interest groups: 1) Economic Development – jobs/businesses; 2) Appearance of Village – beautification and 3) Political Action (PAC) – political engagement and effectiveness. We will be looking for Board Members to lead these groups.
- b. Economic Development – Jim M. wants to develop a plan to improve the “Main Street” of Cimarron, to slow traffic on Highway 64 and increase image/awareness of the various shopping and services available to those passing through. This could include addition of streetlights, narrowing of street with sidewalks/gutters/curbs and enhanced streetscape. We could pursue Highway Safety money (with non-profit status intact). Jim has also been coordinating with Mindy Cahill on an updated Zoning Ordinance for combining residential/business use. He will also check with the State Highway Department on the extent of the highway “Right of Way” through Cimarron. The boundaries are complicated with a left over railroad right of way and an irrigation ditch maintained by the Vermejo Ranch. What parties play a role (State DOT, County, Village, Vermejo)? – how does ownership, easements and rights of way affect parties responsible for maintenance and/or improvement?
- c. PAC Update – Vicky H. Vicky reported that some individuals had been approached, hoping to get a broader representation of backgrounds, ages and business representation on the Village Council. Candidate packets are available now – candidates must file in person by January 5th, 2016. Election will be held March 4th, 2016. Sharon reported that the committee would like to identify like-minded candidates for the Chamber’s mission, to include the following qualities: those who would govern – active and engaged, those who would enforce codes – especially regarding the Village appearance, those who would be business friendly and those who would connect with the community. The Chamber would still hold/sponsor a Candidate forum in February and will need an effective monitor. Gayenne Jeffers name was mentioned.

VIII. Executive Secretary’s Report – Candee Rinde

Candee presented the ACI renewal bill (State Chamber) and we decided as a group to not join at this time due to our limited funds. She reported on her new project to build a NM True website page for Cimarron and wanted feedback on a revised marketing strategy. Instead of the old slogan “Where The West Is Still Wild,” (playing up the Wild West history/theme) she is suggesting that we revamp the image online with photographs that highlight Cimarron as a place to get unplugged - a place where Wilderness is still intact. After discussion, we asked Candee to attend the upcoming Community Roundtable to lead a discussion on this question. She agreed.

Candee is also updating the Chamber’s website business locator information and wants to include all businesses (but highlighting those that are active Chamber members). This would be a more inclusive guide for visitors searching for Cimarron’s offerings. We agreed in concept, but Marianne will review this with Candee specifically.

Candee also updated us on new/growing businesses in the Village and scheduling 2nd Thursday ribbon-cuttings ceremonies. The Hot Spot will be opening a “game center” in the old Watershed area, T.J.’s Café (owned by Tim Judd) has just opened and the new Corner Market/Gas Station is nearing it’s open date.

IX. Other Items/Announcements

Jim M. suggested planning an ALL CHAMBER MEMBERSHIP BREAKFAST to be an annual gathering – perhaps the 1st Thursday of February or March – to be discussed and details to be arranged later.

Schedule of upcoming Board Meetings/Chamber Functions:

The next Village Council Meeting is scheduled for Wednesday, December 16th and a special Council Meeting will be held Monday, December 21st.

The next Community Roundtable is scheduled for Thursday, December 17th at 5:00 PM, Cimarron HS Library.

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

Meeting was adjourned at 9:11 AM by Vicky Harper

Respectfully submitted: Marianne MacGillivray, Secretary of the Chamber Board
January 10, 2016