

HCCC

HOTCHKISS COMMUNITY CHAMBER OF COMMERCE

promoting business & quality of life

Regular Board Meeting Minutes Wheeler Room, Memorial Hall 04/27/2016

Roll Call: Board Members: Nathan Sponseller, Katherine Colwell, Robbie Winne, Sue Whittlesey.
Absent: Carrie Yantzer, Bill Long, Tracy Ihnot. Members: Thomas Wills, Gerald Espinosa.

Call to Order: The Board meeting was called to order by President Sponseller at 8:32am.

Approval of Minutes: The minutes of the 03/30/2016 Executive Session had not yet been sent via email to the board by interim Recording Secretary, Sponseller. It was decided that minutes would be reviewed and comments and corrections made via email and then approved by same method. Approved minutes will be posted on HotchkissChamber.com.

Treasurer's Report: Membership is 98. The Treasurer's Report was presented by Treasurer, Sue Whittlesey, reflecting March 2016, and 2016 year-to-date figures. By the date of the meeting the report was not yet available in printed form, however, raw numbers were presented.

The numbers subsequently provided were:

Operating Account: \$4,029.23

Special Projects Acct: \$7,724.34

The following transfers, totaling \$2,235.24, from Special Projects into the Operating Account were made in April:

Brochure Design: \$360

Brochure Printing \$775.24

Farm to Fiddle Sponsor \$500

Website Update \$600

Communications Secretary's Report: Communications Secretary, Katherine Colwell, reported she had attended and represented Hotchkiss and the North Fork Valley at the West Elk Loop Scenic Byway quarterly meeting held in Hotchkiss on Friday, April 15th. At the meeting Colwell gave the group an overview of happenings in Hotchkiss, including the upcoming Farm To Fiddle Festival planned for the final weekend of the Delta County Fair.

Colwell gave an update on the HotchkissChamber.com website upgrade project with Thin Air, our web host, and indicated that she would like to periodically give web stats in the TI&L e-newsletter. Colwell also discussed how she handles mailings related to inquiries for information. Typical print materials provided includes copies of the High Country Shopper, North Fork Visitor's Guide, and the North Fork Merchant Herald.

Presentations: Gerald Espinosa, an Americorp/Vista volunteer, and coordinator of Solar Energy International's "Solarize Delta County" project, appeared before the board to give a talk about the aforementioned project which is running between May and the end of July, 2016. Espinosa indicated that he would like to arrange a joint Business After Hours event at the Hotchkiss Fire House and including member Empowered Energy Systems. A June date for this event will be pursued.

Old Business:

- **Photo Face Cut Out Prop.** Sponseller reported that this project is completed and that the HHS art students will be unveiling the prop at their "C.I.A." art show at the Creamery Art Center on May 6. The Chamber will need to decide where to display this prop and where to store it when not on display. He will check with Kim Shay for possible display on her Bridge Street lot, and check with Town for storage options.
- **Brochure Project.** Sponseller reported that the brochures are printed and being stored in the back of the visitor center. We now need to distribute these regionally. Sponseller offered to get in touch with Gloria Crank for information about using a distribution company. Patricia Naft will be contracted to update the 1/3 sheet map insert.
- **Lodging List Update.** Ihnot was absent, but Sponseller reported that updates have been completed by Ihnot. An April 30 deadline had been set for updates. The completed list will be made available on NorthForkValley.net.
- **E-waste Event.** Sponseller reported that he and Whittlesey had taken care of all arrangements for the April 30th E-waste event. Brief discussion ensued.
- **Colorado Grand Scholarship.** Sponseller reported that the scholarship committee of Ihnot, Winne and Sponseller had reviewed eight applications and selected Clayton Oxford as the winner of the Scholarship. Sponseller notified recipient and Hotchkiss High School and arranged for Long to present the award at the school's May 4th awards assembly. Sponseller also reported that the scholarship amount of \$7,500 had been increased by the Colorado Grand to \$8,000, and that the amount will be \$8,500 in 2017 from the 2016 tour.

New Business:

- **POS Rack Card.** Sponseller reported that he had met with Annette Pretorius of the Paonia Chamber and Collenette Vervloet of the Crawford Chamber in a follow up to a discussion had during the March Joint North Fork Chamber meeting. It had been decided that the three Chambers would conceive a project to create material that could be handed out at retail and other business locations (POS – point of sale). The need was identified because several attendees mentioned that front line employees are often asked questions about the area and are not always well trained on how to answer. The follow up meeting sharpened the project into a two sided rack card including ongoing events on one side of the card and reference information (websites, etc.) on the other side. HCCC portion of cost will come from Special Projects Fund.

- **Facilities Resource List.** Sponseller mentioned the previously discussed Facilities Resource List. Such a list would help event planners know what resources were available in the North Fork Valley. Kelli Hepler with Delta County Tourism is hoping to produce such a resource for the County and a North Fork version of such a list could dovetail well into a larger list. Colwell reminded the board that the North Fork Pool and Rec District website has a basic Facilities Resource List that can serve as basis for this project. No timeframe was determined for start or finish of project, though Sponseller would like to see action on this project during the summer of 2016.

Committee Reports:

- **Outreach Committee.** Committee head, Ihnot, was not available to give a report, however, Sponseller reminded the group that Ihnot has been working to coordinate a Business After Hours event at the North Fork Pool Park and Recreation District on Wednesday, May 25th 5-7.
- **Downtown Improvement Committee.** Tom Wills reported the flowers are being planted.

Announcements:

- Sponseller reported he cancelled the credit card processing account through First State Bank of Colorado. This account was established prior to the 2015 Colorado Grand but was never used and with a program change the Chamber needed to decide whether to purchase updated equipment for \$65 or cancel the account. The decision was made to cancel as not upcoming event was identified for which such an account might be useful.
- Sponseller reported the Hotchkiss Sheep Camp Stock Dog Trials and Mother's Day Weekend events ad will be in the DCI, High Country Shopper and Merchant Herald.

The meeting was adjourned at 9:28am.

Respectfully Submitted,

Nathan R. Sponseller, President and interim Recording Secretary