



HCCC

HOTCHKISS COMMUNITY CHAMBER OF COMMERCE

promoting business & quality of life

Membership Meeting

July 26, 2017 Wheeler Room, Memorial Hall

Roll Call. Board Members Present: Nathan Sponseller, Katherine Colwell, Sue Whittlesey, Bill Long, Lynda Cannon.
Absent: Tracy Ihnot, Robbie Winne. Community Members Present: none.

Call to Order. President Sponseller called the meeting of the membership and Board to order at 8:02 am.

Approval of Minutes.

Sponseller reported that in Ihnot's absence he had stepped into the role of taking June meeting minutes. These minutes had not been compiled prior to the current meeting, and consequently no meeting minutes were available to approve.

Treasurer's Report.

Whittlesey presented the Treasurer's Report, including account balances and income and expense items clearing accounts up until July 24th. Checking: \$3,243.42; Special Projects: \$8,092.95. Whittlesey noted that no bill has been received from ReclaMetals for the e-waste event. Long moved to accept the Treasurer's Report with Colwell seconding. All were in favor.

Whittlesey asked for updates to several ongoing projects in relation to the budget. These included the re-printing of postcards, the discussed exterior sign lighting of one entry signboard and the replacement of the damaged signboard coming from the Paonia direction. This served as a prelude to her recommendation of establishing a policy for how and when Special Projects funds are accessed. Whittlesey asserted that she felt it was advisable to keep one year of operating funds on hand in the Special Projects fund in case of a financial emergency. The floor for this account she felt should be \$6,000. She also recommended that Board approval be required in order to move money out of the Special Projects account. The Board discussed this and was in agreement that such a policy was advisable. Whittlesey made the motion to adopt the policy and Long seconded. All were in favor.

Communication Secretary's Report.

Colwell gave the Communication Secretary's report. She reported that the "free" version of Constant Contact, which the Chamber has been using for several years to format and distribute the weekly newsletter, now comes with a requirement to promote the service to members four times a year. Colwell was collecting information about just what this new requirement entails, and will notify members in our weekly email prior to distribution of the required emails. She will also look into the Mail Chimp platform to see if there are benefits to switching to that platform. Colwell was hesitant to agree to provide advertising for Constant Contact and wanted to explore options.

Colwell reported on the first of the SEO (search engine optimization) training sessions, and that Colwell and Whittlesey would be attending the remaining series of trainings on this topic.

Colwell noted that Whittlesey had read through the hotchkisschamber.com website and found only one broken link, which was subsequently fixed. Whittlesey offered to do the same with the northforkvalley.net website.

Presentations/Introductions:

None.

Old Business.

Signage update. Sponseller said no updates were available.

Downtown walking map: Sponseller reported that he met with graphic designer, Andrea Lecos, regarding a re-make of the downtown walking map. Lecos is interested in the project and will work with Sponseller on the project.

Dining and Lodging Guide Updates: Hotchkiss and Crawford Chambers have updated their portion of the Dining guide. Paonia is working on their updates. No lodging guide updates have been completed.

Facilities Resource List Project: Sponseller noted that Lara Noel, who has been assigned this project, has not yet completed the project and has recently been employed full time, making a completion date hard to nail down. Sponseller asked how the board wanted to approach this. Whittlesey suggested Noel email to the Chamber what has been completed to date and that maybe it would be enough to get a rudimentary database in place pending completion. Sponseller agreed to ask Noel to provide this data.

Postcards: Cannon found the electronic file of the original postcard to be re-printed and has provided this to Pack Shack. Pack Shack will produce the post card.

New Business.

GIS Workshop: Colwell suggested that, as a public service, the Chamber consider hosting a workshop to demonstrate what the Delta County GIS office has to offer and suggested maybe holding this workshop in the fall. All agreed that the GIS department offers significantly beneficial public mapping products. Colwell offered to contact the GIS Department to see if this can be arranged.

Committee Reports.

Outreach Committee. In Ihnot's absence, no report was given.

Farm to Fiddle Report. The Chamber info booth and the Farm to Fiddle info booth will be combined at the event, using the Chamber's new tent. It was noted that a rock climbing wall, zip line and bouncy house will be incorporated in the Outdoors Expo segment of this event.

Non-agenda items.

Next Membership Meeting. Meeting will be held on Wednesday, August 30 at 8am in The Wheeler Room.

Adjournment. Meeting was adjourned by Sponseller at 9:20 am

Minutes respectfully submitted,

Nathan Sponseller, President