

HCCC

HOTCHKISS COMMUNITY CHAMBER OF COMMERCE

promoting business & quality of life

Hotchkiss Community Chamber of Commerce

January 29, 2013

Board of Director's Meeting

Present: President Nathan Sponseller, Corresponding Secretary - Katherine Colwell, Recording Secretary - Tom Wills, Treasurer - Elaine Brett, Rhonda Duclou, Vice President - Bill Long and Mary Hockenbery. Also present: Lynda Cannon- Pack Shack/Real Estate Today Magazine, Nicki Richardson – graphic artist, Gloria Crank – North Fork Visitor's Guide and Matthew Kottenstette – Thistlewhistle Farm/ Preservation Center

Treasurer's Report: Elaine Brett reported that the combined total of the Chamber's three accounts was \$13,046.82. Income for \$605.00 and expenses were minimal with net income after subtracting the phone bill was \$598.90. Mary moved that the report be accepted with all in favor.

Communications Secretary: Katherine reported that 52 members have paid up to date. The total last year was 97, so the number is well ahead of previous years for the time of year. Katherine is working on getting the weekly newsletter set up in a Constant Contact format.

Matthew Kottenstette: Community Food Preservation Center - Matt is working with Megan McMillan on a feasibility study on the possible establishment of a North Fork community food preservation center. The vision includes a place that would be enjoyable for youth with access to local food providing a collaborative educational experience about food preservation. He said that they were currently looking to collaborate and get preliminary support from community organizations that see a benefit from the project. They would like to start off with an infrastructure focused on youth to begin with. Some initial ideas are to rescue otherwise wasted produce and support local food banks and/or produce preserved food products for sale to raise funds for the project.

In the early stages, Matt said that they were looking at using existing infrastructure such as commercial kitchens (Redlands Grange etc.) and community spaces, but eventually they might consider the establishment of a new building, possible a LEED certified structure that would include energy independence and sustainability to compliment the local foods/educational aspects. He said that Hotchkiss would be the ideal location for such a facility.

Matt asked for the Chamber's endorsement, to be included in the feasibility study. All agreed that the Chamber should provide a letter of general support.

Website/Shop Local

Nathan announced the Chamber had been tasked by the other Valley Chambers in updating the NorthForkValley.net portion of the connected website. Previously Tom had agreed to take on the job but has since taken on other responsibilities at the Merchant Herald, so is unavailable. Other options are being explored.

The Chamber board has also agreed that a "shop local" campaign is in order.

Niki Richardson, a local graphic artist, presented her work and capabilities as a possible resource for future brochures and print advertising. Richardson has also recently begun working in website design and is an experienced grant writer.

There was a discussion of producing a brochure that would include a map and general information about the Town, area community and Chamber. Lynda Cannon wanted the inclusion of local businesses and what that offer. Also a brochure is needed to mail out to those requesting information.

Elaine highlighted the need for “shameless self-promotion”

Shopping Local/Street Banners: Lynda Cannon of the Pack Shack suggested that the Chamber consider installing banners on the light poles along Bridge Street. Lynda has sources and idea for both banners and brackets. Nathan gave the history of the past banners on the DMEA owned poles.

The Pack Shack offers a wide range of printing services.

Mary highlighted that a central need of the Downtown Improvement/ Downtown Merchants is more active participation.

Kiosk Phone System - There was a discussion regarding the system that focuses on lodging establishments. It was suggested that anyone that wants to pay the \$25 per year fee for the service be included. All were in favor. The service includes business information and photo in a flip index and a speed dial function to the business on the phone at the Visitor’s Center. Nathan will reformat a letter that can be sent out generally.

Gambles Trees: It was mentioned that Gambles/Ace is considering replacing the trees in front of the business (which are outgrowing the grates and lifting the sidewalk) with metal art trees. Since that is the shady side of the street that seemed an interesting possibility to many present.

Joint meeting of Delta County Chambers: Kami Collins of the Delta Chamber invited the Chamber board to attend Thursday March 6 at noon at R.J.s Steakhouse in Cedaredge. Mary, Nathan and Elaine said that they would probably attend.

2014 Budget – Elaine gave an overview of the draft budget that was e-mailed to the board. She pointed out that the Heart and Soul grant money was included and that the budget showed an approximate \$3,000 deficit due to a plan to draw from reserves for local promotion. She asked board members to review the document and give input so that the budget can be adopted.

Mary Hockenbery of the Church of Art/Mary Hockenbery Photography (and our Downtown Flower Goddess) reported that the carpet has been removed from the old building (old Church of God at First and Main), the floors are being refinished and are BEAUTIFUL.

The Downtown Improvement Committee will meet at 8 a.m. at the Coal Train Coffeehouse on February 5 with a possible Downtown Merchant’s meeting the following week. Call Mary for more info. 872-3448.

The next board meeting will be on February 26 at 8 a.m. at the Hotchkiss Library basement.

Respectfully submitted, Tom Wills – Recording secretary.