

**LA VETA CUCHARA CHAMBER OF COMMERCE
BOARD/MEMBERSHIP MEETING
JANUARY 11, 2010
LA VETA LIBRARY**

President Steve Perkins called the meeting to order at 5:20 PM.

Board/Officers present: Steve Perkins, Tracy Webb, David Rinehart, Don Lowell, Chris Hudson, Mitzi Kearns, Liz Henson, James Cooper, Bob Baker, Larry Klinke

Board/Officers absent: Brad Atchison (Sandy Dolak offered to take minutes)

In Attendance: Mike Moore, Mary Jean Fowler, Dan & Sheri Brewer, Holly & Jerry Orrell, Deb Klinke, Sandy Dolak, Bill Stark, Nancy Carroll, Ginny Carlson, H. E. Wilkinson, Ann Renaud-Wilkinson, Roger Reed

WELCOME AND INTRODUCTIONS: Those in attendance introduced themselves. Steve stated that the combined the board and membership meetings were held to reduce meetings. All members are welcome to participate in the meetings, but board members vote. The last survey of members indicated that members did not want to do fundraising, were willing to pay dues, but did not want a lot of meetings. It was suggested it may be time to do another member survey.

MINUTES: The minutes were given out to members for the November 2nd meeting and the December 11th meeting/celebration held at the Inn of Spanish Peaks. Dave Rinehart noted mistakes in the spelling of names in the November minutes. Debra Malone and Cathy Cramer's names were corrected and Dave moved the minutes be approved; seconded by Don Lowell and accepted by voice vote of members present.

AGENDA ITEM ADDITIONS:

- Meeting with Train folks will try to be scheduled soon

FINANCIAL UPDATE: Dave Rinehart reported that the 2010 membership drive was off to a good start, although there were still some 09 members that had not yet renewed. Last year we brought in \$7,800 in memberships

and due to grants from Tourism Board and COG Enterprise fund, were able to spend over \$10,000 in specific promotions. Total expenditures for brochures, website, email/phone answering, advertising in Summer Guide, Denver newspaper and 2 public radio stations totaled \$13,759. Great leverage of chamber member dues.

ITEMS FOR DISCUSSION:

- Board Retreat: not had a retreat for about 6 years; need more time (suggested 3 hours) to review mission statement; plan for future by developing strategies and workplan; look at membership requests of no fundraisers, minimize number of meetings
- Facilitate communication with Dr. Briggs; discussion ensued regarding the importance of golf course to all local economy. Should be addressed in retreat. Further discussion in New Business
- Discussed building list to work with La Veta town board
- Christmas Lights down; what about other festive lights year round?
- What other winter Programs:
 - Winter activities such as cross country skiing; snowshoeing
 - Promotional programs such as RIMBY or 3/50
 - Liz Henson reminded time to plan Candidate's Forum for Town Election and Hospital District
 - Bob Baker: Membership survey
 - Mitzi Keairns: Beautification projects
 - Mike Moore: 20-30% of business related to golf course, need to pursue other interests; birdwatching quilt retreats, wildlife viewing suggested as examples of broadening appeal
- Bill Stark (Tourism Board member) shared that Tourism Board is:
 - drafting letter to Dr. Briggs to go out the 2nd or 3rd week of March.
 - Will have grants available up to \$5,000
 - That the lodging revenue appears consistent

ISSUES OF TIMELY NEED:

- Larry Klinke suggests membership survey done prior to retreat
- Liz Henson suggest survey be in newspaper requesting input and ideas from community members
- Chris Hudson suggested that we have community drop boxes for the survey at Charlie's, LV True Value, Library

- Dave Rinehart stated:
 - that an insert is \$120 per thousand
 - If survey received by early next week it could be out by the 21st of January.
 - Circulation of Signature is 2,000; 1,000 would be adequate for local coverage
- Larry Klinke made motion to go forward with having survey insert in Signature newspaper; Seconded by Don Lowell; voice approval by membership
- Discussion regarding other ways to distribute survey
 - Website
 - Emails to membership
- Steve Perkins, Larry Klinke, Bob Baker and James Cooper formed a committee to meet after tonight's meeting to work on survey
- Check with Cathy Cramer regarding sending out email to membership
- Steve again requested issues to be dealt with at this meeting:
 - Don Lowell: importance of interface with Dr. Briggs; send to agenda item
 - James Cooper: review of mission statement; agreed that will be done at board retreat
 - Tracy Webb: important to personally contact members that have not renewed; volunteers (Tracy, Deb Klinke, Liz Henson, Steve Perkins) to meet after meeting and divide up the list to contact
- Steve reminded importance of events Calendar; get items to Steve and he will supply Tourism Board (items to include: Open Mic; Chili Cook-off; Art School Brochure
- Making changes to website
- Work on Brochures to start soon
 - Dave Rinehart volunteered Renee to do layout
 - \$2800 for 15,000 brochures in 2009; approx. 1,000 left; printed 10,000 in 2008
 - Larry Klinke suggested it would be interesting to try and track brochure like a drawing or discount coupon
- Bill Stark reported that there is a major effort to combine with other counties (Pueblo, Las Animas, Custer, Huerfano, Alamosa) to provide broader attraction base; James Cooper suggested that we also link through the By-ways

- Liz Henson asked if there was anything be done about the graffiti on tourism billboard signs on 160? Tourism Board is looking at this.
- Review at retreat phone & email answering by Methodist Church
- Need to think of the potential things to add to website such as hiking

NEW BUSINESS:

- Invitation to Dr. Briggs
 - Dan Brewer suggested letter that indicates that "we are here; we are concerned; tremendous impact on the community. We are aware of the 'town take' but now need to know Dr. Briggs position."
 - Discussed combining Tourism Board/Chamber invitation' to community meeting
 - Forum suggested with members, board and public invited; then discussion that might not be a friendly format for Dr. Briggs
 - Need to focus on SOLUTIONS
 - Time is of the essence
 - Much discussion on the "massive" inter-relatedness of the golf course and all businesses in La Veta
 - Need to let Dr. Briggs know of support, concern and interest of the community and convey sense of value and sense of loss
 - Chamber promotes golf in everything
 - How litigation may effect Dr. Briggs responding to community communication request
 - Dan Brewer shared important data:
 - 695 residential homes/condos in Cuchara that have dependency to golf course
 - Golf is "big thing" for visitors homeowners that return in the summer
 - 25% of tax base for districts' budget is from Cuchara area
 - Steve will have letter to Briggs drafted by Wednesday

SUMMARY:

- Committee will meet after meeting to divide list for contact of non-renewing members
- Letter will be drafted to Dr. Briggs extending "olive branch"
- Calendar of events to be updated by Steve and Brad

- Survey be developed and presented to both chamber members and community members
- Plan Board Retreat:
 - Review survey input
 - Review mission statement and focus
 - Create proposal for closer collaboration with Town Board
 - Review all promotional efforts
 - Discuss grants
 - Discuss broadening appeal as year round destination
 - February 6th from 10-2 was agreed upon for retreat; location TBA

NEXT MEETING: Combination Board/Member meeting will be on Monday, February 15th at 5:15PM at the Library, if required after the retreat

ADJOURNMENT: Motion, second and approval to adjourn at 6:50 PM

Respectfully submitted,

Sandy Dolak, reluctant secretary in a pinch