

LA VETA/CUCHARA CHAMBER OF COMMERCE

Retreat

February 6, 2010, 9:00 AM- 12:30 PM

La Veta Public Library

President Steve Perkins called the meeting to order at 9:10 a.m.

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

In attendance for a portion of the meeting:

John Fredrick

Steve briefly reviewed the status of the annual membership drive. Memberships are still coming in. The chamber has collected almost \$5,000 in dues, which is the amount that is required by the county tourism board to qualify for matching grant money. Members were encouraged to speak to potential members.

1) The group reviewed the results of the survey. Twenty-six surveys were returned. The Klinke's compiled comments and tabulated the results of the survey. The group discussed some of the ideas collected in the survey.

2) The group discussed a 'mission statement'. After a short discussion, the LVCCC modified the "purpose" of the organization as listed in the by laws, to create a mission statement.

This mission statement: "LVCCC mission is to promote the area of La Veta and Cuchara and foster a spirit of cooperation among the community, organizations, businesses and governments."

Adopting the "mission statement": was moved, seconded and unanimously approved.

3) The board agreed after a short discussion that no additional communication inviting Dr. Briggs to interact or communicate with the LVCCC was necessary at this time.

4) The board discussed the concept of hosting small social events in the summer including movies, music, and other outdoor events. Individual members volunteered to investigate and report back to the group on a variety of ideas that were discussed.

5) John Fredrick shared ideas related to sharing information concerning sharing and promoting events, including more web-based and e-mail oriented efforts.

After a brief discussion, the board moved, seconded and unanimously passed the motion to cancel the LVCCC phone.

Larry Klinke volunteered to answer "e-mail" for a short period of time to determine

whether or not he and Deb would be willing to take on this responsibility for a longer term.

6) The board discussed what “promotional” activities would be appropriate to focus efforts on during the 2010 season. The board agreed the brochure, the website with a new recreation page, the Signature Summer Guide, radio advertisement and newsletters were the top priority for 2010.

7) The Chamber discussed developing a “subcommittee” to focus on economic development. Tracy reported that Chamber economic committee would need to submit an application to become a “subcommittee” with the right and responsibility to report to the Town Board. Tracy reported that the Chamber Board needs to identify the committee members, submit a letter of application to the Town Board. Tracy emphasized that the economic development board needs to be consistent with attendance and participation in town board meetings. Several members of the Chamber, spearheaded by Bob Baker, agreed to follow up on this idea and report back to the Chamber.

8) The Chamber discussed the idea of expanding events and possibly sponsoring more events. Larry Klinke proposed the idea of a “chuck wagon” cook off. The board discussed several ideas and encouraged members to bring proposals for events to the next meeting.

9) The Chamber moved, seconded and unanimously approved a motion to host a “candidate forum” for the La Veta Town Board elections. Steve proposed March 25th, Thursday as the night for the candidate forum. Brad agreed to serve as moderator. Steve said that he would secure the location for the event.

Next Meeting –

Steve announced that the next chamber meeting would be 3-1-2010, upstairs, at the public library at 5:15. The retreat was adjourned at approximately 12:10 PM.

Respectfully Submitted,

Brad Atchison,
Secretary