

LA VETA/CUCHARA CHAMBER OF COMMERCE  
BOARD/MEMBERSHIP MEETING  
March 2, 2009 – 5:00 p.m.  
La Veta Library

**The Meeting was called to order** by President Steve Perkins at 5:05 p.m.

Board/Officers Present: Steve Perkins, Tracy Webb, Liz Henson, Rich Snyder,  
Don Lowell, Brad Atchison, Mitzi Kearns, Chris Hudson,  
Nancy Wooldridge, James Cooper

Board/Officers Absent: Dave Rinehart

See Attendance Sheet attached hereto for other members present.

**The Minutes of February 2, 2009** were approved as submitted upon motion by Don Lowell and second by James Cooper.

There was no **Financial Update** presented at this meeting. It was noted that membership dues are still coming in at this time.

**Membership** - A final deadline of Friday, March 6<sup>th</sup> has been set for memberships to be included in our 2009 Chamber brochure. Several individuals volunteered to begin calling those members whose dues are still outstanding. Steve Perkins extended thanks to Dave Rinehart for maintaining the log of paid and unpaid memberships. Renee Rinehart will again be putting the brochure together and will present a mock-up of the brochure at the next meeting. Brad Atchison offered to proofread.

A Thank You Card will be sent to all 2009 members once all memberships are in. In the past a postcard has been mailed urging the members to verify their website page information. Liz Henson suggested that each member possibly receive a copy of their web page for their verification as well as specific instructions for the members to go to the website to update their information on line.

Steve advised the Board that he had given a complimentary membership to Charles Beard. Mr. Beard is a part-time resident of Cuchara who owns 6-7 radio stations in the Texas/Oklahoma/Kansas region. He has given us free advertising in the past and has offered to continue in the future.

**Events Calendar** - A Timeline report was presented by Steve Perkins with regard to the preparation, proofreading and finalization of our 2009 Chamber brochure. See the attached list of those members volunteering to contact local groups for their 2009 events to be included in our brochure. All information is to be e-mailed to Steve Perkins as soon as possible. It is anticipated that the final brochure will be delivered to us by April 28<sup>th</sup>.

The upcoming 4<sup>th</sup> of July weekend was discussed – with the actual 4<sup>th</sup> holiday falling on Saturday, this presents challenges for both La Veta and Cuchara to schedule their parades on the same day. The possibility of beginning the La Veta parade at 9:30 was considered, as well as moving the Rotary BBQ from Saturday to Sunday. John Carlson has volunteered to contact Julie Fairman (parade coordinator) with regard to providing

marching band music via a P.A. system for the La Veta parade. We will also provide a viewing stand for the parade. Liz Henson volunteered to provide the flat bed and to decorate.

**Website** - Chris Hudson volunteered to be the Chamber liaison between our membership and our webmaster, Cathy Cramer.

**Community Awards Banquet** – Mitzi Keairns and Steve Perkins are working with the Huerfano Chamber of Commerce on the upcoming Community Awards. The Banquet is scheduled for April 23<sup>rd</sup> at 6:00 p.m. at the Peakview Elementary School in Walsenburg. The Nomination forms will be forthcoming. There will be eight categories with three finalists in each category.

**Rotary Club Chili Cook-off and Silent Auction** - Mitzi Keairns reported on the upcoming Rotary Club Chili Cook-Off scheduled for March 21<sup>st</sup> at the La Veta Community Center. Admission will be \$7.00 which will include tasting the various chilis, crackers and dessert. They are looking for 10 – 12 contestants to enter the cook-off as well as Silent Auction items. There will be a prize for Best Chili.

**Advertising** – 2009 Advertising Budget to be determined once all membership dues are paid.

**Grants** - We will again apply for the COG and Tourism Board grants. Steve and Tracy will work on the COG grant application. James Cooper reported that the Tourism Board is allocating \$14,000 in grant money to be applied for and awarded. It was also reported that the Tourism Board funded and joined “Tour Colorado”, an organization that brings tourists to Colorado. This membership gives us access to their website. The Tourism Board has expressed interest in having a paid employee at the Huerfano Chamber of Commerce office. The next Tourism Board meeting is on Thursday, March 5, 2009 at 12:00 p.m.

**Chamber Phones and E-Mail** - It was announced that Betty Brown will be leaving her position with the Methodist Church here in La Veta. The Chamber will again begin looking for a non-profit group to answer the Chamber phones and e-mails. John Carlson suggested that possibly the Tourism Board and the Chamber could work together to man the phones, website and e-mails. No action was taken.

**Welcome New Staff at Spanish Peaks Regional Hospital** - Steve Perkins suggested (per Sandy Dolak) that the Chamber sponsor a Welcome To the Community Party for the new President and doctor at Spanish Peaks Regional Hospital. A date of March 21<sup>st</sup> was discussed with a location of either the La Veta Community Room or The 1899 Inn. Tracy Webb will contact Marilyn Hall (1899 Inn) and let Steve know if this date can work.

**Tourism Tally Sheet** – Brad Atchison presented a draft form tourism questionnaire to gather information on people calling for information and visitors to La Veta/Cuchara. The different locales of tourists may give us a better idea of where to place our advertising dollars. This form could also possibly be integrated onto our website to gather information.

[www.colorado.com](http://www.colorado.com) - Tracy encouraged people to go to this website and enter their information.

**San Luis Train Update** – Steve Perkins announced that there will be a future meeting scheduled with the General Manager of the San Luis Train to discuss passenger service to La Veta. Steve will advise on the date, time and location. The train has agreed to let the Chamber erect a sign post on their property that will include a blow-up of our Chamber brochure and map and possibly a cork board to post upcoming events. Liz Henson suggested that we might possibly look into moving the Town Kiosk, presently at the corner of Main and Ryus, to the train property. Don Lowell volunteered to find out who owns the kiosk.

It was officially reported that the La Veta Inn will only be providing dinner service in 2009. They will no longer be serving breakfast, brunch or lunch.

Rich Snyder, on behalf of the La Veta Fire Department, reported that the fire department will not participate in providing water to the train until they furnish a safety/emergency response plan to the department. The train has been dragging their feet on providing this document. Rich also reported that there are now 3 ambulances available in La Veta.

**Historic County Assessment** – John Carlson reported that Judy Walden will be at the Walsenburg Community on March 3, 2009 at 5:00 p.m. to report on her tourism tour assessment. She is currently on a five-county tourism tour to assess tourism sites, services, etc. A sandwich dinner will be provided and all were encouraged to attend.

**Huerfano World Reporter** - Steve noted that the Huerfano World had sent a reporter to our last Chamber Meeting and had quoted some of our members in his newspaper story. Steve told the Board that he had placed a call to the Huerfano World to advise them that our meetings are not public, that we are a working group and that we will call them when we have decisions or news to report. All were in agreement on this decision.

**Next Meeting** – Our next Chamber Board/Membership Meeting will be held on Monday, April 6, 2009 at 5:00 p.m. in the La Veta Public Library Community Room.

The Meeting was adjourned at 6:25 p.m.

Respectfully Submitted,

Elizabeth Henson, Secretary