

LA VETA/CUCHARA CHAMBER OF COMMERCE
BOARD/MEMBERSHIP MEETING
April 6, 2009 – 5:00 p.m.
La Veta Library

The Meeting was called to order by President Steve Perkins at 5:07p.m.

Board/Officers Present: Steve Perkins, Tracy Webb, Brad Atchison, Mitzi Kearnes, and David Reinhardt, Chris Hudson joined at 5:20, Nancy Wooldrige joined at 5:30

Board/Officers Absent: Liz Henson, Rich Snyder, Don Lowell, James Cooper,

In attendance: Kathy Hill, SPACe, Deb and Larry Klinke, Bill Stark, Inn at Spanish Peaks, Kit Pogue, Sam Law, Maggie Watson, Julie Hudson.

The Minutes of March 2, 2009 were approved as submitted upon motion by Tracy Webb and seconded by Mitzi Kearnes.

Steve reviewed the agenda for the meeting. He stated that we would follow the agenda from the March 2nd meeting with small changes. Steve circulated meeting minutes and reported that meeting notes are posted on the Chamber website.

Brochure- Steve presented a draft of the brochure. Steve asked for review and proof reading of the brochure. Steve reported that last year the Chamber ordered 15,000 copies. He suggested that the Chamber cut the order to 12,500 this year. The reduction in number would save 174\$. Tracy suggested that we keep the number ordered at 15,000. She moved to order 15,000. David Rinehart seconded the motion. The board voted 5-0 to order 15,000 brochures.

Steve reported that the Chamber brochures will ship directly to Colorado Welcome Centers by mid to late April. Steve thanked Rene Rinehart for her hard work on the brochure.

Budget meeting

David presented a report from the Chamber's Checking Account at Community Banks of Colorado.

A copy is available from David upon request. He is using a slightly different format and an EXCEL table.

David briefly reviewed expenditures from the 2008 accounts.

Brochure- brochure order	\$2325.66
Set up for brochure paid to Signature	\$500.00
Signature Ad-	\$800.00
Denver Post Ads-	\$1495.00
KRCC Radio Ads-	\$1,784.20
High Plains Public Radio Ads-	\$1,103.90
Website- maintenance and upkeep.	\$1,520

Total- \$9528.76

Steve reported that the Chamber had received grant funding from COG and Huerfano County Tourism Board to help support ads.

Kathy Hill- Pueblo Chieftain Ad

Kathy explained that she had been interested in including La Veta businesses and organizations in the Summer Guide for the Pueblo Chieftain. She has solicited participants who are willing to contribute to the cost of the ad, ½ page for \$ 620.

Steve recommended that the Chamber contribute \$300 to the cost of the ad. Steve also offered to contact the ad and would request an article from the Chieftain staff for the summer guide.

David asked what the chamber was promoting? Steve said that the purpose of the ad is to direct people to the website and present a laundry list of activities and events.

Larry Klinke suggested that some other business may be interested in participating in purchasing space on the ad and possibly justifying a ¾ page ad. Sam Law said that UpTop would be interested in participating in the ad.

Kathy said that she had reserved a half-page size and that if others were interested in purchasing ad space they would need to contact Kathy quickly.

Tracy suggested several changes to the layout of the ad. Brad suggested that a photo featuring the Spanish Peaks may be more of a draw than print.

David suggested that if the Chamber pays for 50% of the ad, the Chamber should have 50% of the space. He is concerned that the Chamber does not pay more than their share for the ad.

Tracy pointed out that the businesses that are advertising in the ad are also Chamber members.

Kathy suggested that the members that are advertising in the Chieftain ad are “draws” that would benefit other Chamber members by attracting people to town. She also pointed out that she was on a time constraint and was planning on paying for the ad with personal funds. She was not sure if she would be able to put other interested parties in the ad at this point.

Tracy suggested that the half-page ad would be just as effective as a full-page ad. Larry suggested that he did not have a problem with the size of the Chamber’s part of the ad or the amount that the Chamber was paying for their space.

Mitzi made a motion that the chamber should pay \$300 toward the cost of the Chieftain ad. Chris Hudson seconded the motion. There were 4 yes votes (Steve, Tracy, Mitzi and Chris), one no vote (David) and one abstention (Brad). The motion passed 4-1-1.

The board thanked Kathy Hill for her efforts to create this ad and recruit participants.

(Nancy Wooldrige joined the meeting at 5:30)

Other Advertising –

Steve reviewed the grant application to the Huerfano County Board for a matching \$5000 grant to support advertising. He requested that the Chamber discuss how and where this money for ads should be spent.

Steve reviewed his rationale for advertising in the markets and with the companies that they used last year. He suggested that some of the advertising could be affected by the results of grant applications.

David suggested that the Chamber would better spend Ad money on a bigger market public radio station/market in Denver, Kansas City, Oklahoma or larger markets.

Tracy wanted to know why Denver did not like the Denver print ad due to cost. Tracy also said that most of her visitors are from the Front Range.

Steve suggested that the quality of the Denver Post section is no longer ‘tourism’ oriented and more “budget hotel” oriented.

Tracy suggested that the ads should be focused around the ‘big events’ in the La Veta summer season (e.g., Celtic Festival, 4th of July, Oktoberfest). The board took no action at the end of this discussion.

Chamber Phone and Information

Steve reported that the Methodist Church may not be available for answering phones and providing information on behalf of the Chamber. He suggested that the Chamber may need to find another individual or organization to manage the phones. The board took no action at the end of this discussion.

Grants -

Steve asked for approval for submitting the application to the Huerfano County Tourist Board. Tracy Webb made a motion that our grant for the Huerfano County tourist board be made for \$5000. Chris Hudson seconded the motion. The board passed the motion 7-0

Tracy also reported that the COG grant may not be available this year based on recent communication from her contact at COG.

Train Tickets

Tracy shared information from Grandma and Grandpa’s antiques. They will continue to have an information station with pamphlets in front of their shop on Main and Francisco. She also reported that Grandma and Grandpa’s will sell tickets for the tourist train for the 2009 summer season.

Member Update/Thank You

Steve reported that he is going to send out a ‘thank you’ letter to new members. Steve also reported that he plans to provide members with instructions on how to update their information on the Chamber website. He will also include instructions on how to get their businesses listed on Colorado.com and other freed promotional websites.

Larry Klinke suggested that the Chamber should not send letters requiring postage. He suggested that the Chamber send out ‘thank you’ via e mail to save money.

Welcome New Staff at Spanish Peaks Regional Hospital -

Steve said that the welcome reception had about 50 individuals welcome the new staff at the hospital. He suggested that we do the same for new businesses. The board took no action at the end of this discussion.

Other Business

Larry suggested that the chamber consider some type of signage in Walsenburg while the I-25 traffic is being detoured through Walsenburg. The members discussed “pros and cons” of advertising in Walsenburg under those circumstances. The board took no action at the end of this discussion.

So La Ti Do- Maggie Watson reported the opening of a new business “So La Ti Do”. The business open in the old Silver Dollar Saloon on the corner of Main and Ryus and will feature local artists, crafters, home-made snacks, fresh produce. Kit reported that she will make fresh salads.

Next Meeting – Our next Chamber Board/Membership Meeting will be held on Monday, May 4th 2009 at 5:00 p.m. in the La Veta Public Library Community Room.

The Meeting was adjourned at 6:27 pm

Respectfully Submitted,

Brad Atchison, substitute-Secretary