

LA VETA/CUCHARA CHAMBER OF COMMERCE

Retreat

3-1-2010

La Veta Public Library

**President Steve Perkins called the meeting to order at 5:22**

Board/Officers Present: Steve Perkins, Tracy Webb, Brad Atchison, David Rinehart, James Cooper, Bob Baker, Larry Klinke.

Absent: Don Lowell, Chris Hudson, Mitzi Kearns, Liz Henson

In attendance:

Bill Stark

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Steve directed those in attendance to review the minutes for the last two meetings. The minutes were approved and seconded and passed with a unanimous voice vote. Approval of the minutes of the Retreat were also moved, seconded and approved by unanimous voice vote.

Steve led a brief discussion about upcoming candidate forum. Tracy Webb said that she would contact Liz Henson had reserved the Community Center for the candidate forum on March 25<sup>th</sup>.

1) Membership

David Rinehart reported that several members from last year have not paid dues for the 2010-11 year. Although March 1<sup>st</sup> was listed as the due date for annual dues, the board agreed that members who submitted their dues by March 11<sup>th</sup> would be included in the summer brochure.

Larry proposed that if potential members paid a portion of the membership dues, they could still be listed in the brochure. David suggested that a "letter of promise" to pay by June 1st, would be sufficient. The Chamber approved, by voice vote, the option of including potential members who demonstrated the intent to join the Chamber, by March 11.

1) Events/events calendar/potential summer events

Movie-

Larry reported that the La Veta School is willing to host a movie on July 3<sup>rd</sup> at Charlie's Park, with the option of moving the event indoors if weather is an issue. Brad reported that the Library is willing to loan a projector and purchase a movie for this event.

Chuckwagon-

Larry reported that 4-H is planning a tractor-pull for Memorial Day weekend. He suggested that a chuck wagon cook-off could still work on a smaller scale that weekend.

Music-

Steve reported that local musician David Enke was looking into creating a summer music series in the Town Park.

Bike Rides-

Larry reported that in addition to the Stonewall Century Ride, there is a “bike ride” scheduled for July 24<sup>th</sup> from Alamosa to La Veta. The Rotary Club has agreed to provide food for this event.

#### Memorial Day-

Steve suggested that having a La Veta “Lawn Olympics” at the Town Park could be an afternoon event for Saturday of Memorial Day weekend. Steve suggested that the Chamber communicate with potential volunteers for activities.

#### 3) Website-

Steve reported that he would go through the current memberships that have been received, note any related changes in member information and share that with Cathy Kramer, Chamber Web manager.

#### 4) Brochure-

The Chamber agreed that the deadline for inclusion in the Brochure is March 11, with a paid membership or a letter of intent to join, will be included in the Chamber website. If the member does not pay dues by June 1, they will be removed from the website.

#### 5) Candidate Issues Forum-

Tracy again reported that she will contact Liz to see if she has reserved the community center for the candidate forum on March 25<sup>th</sup> (Wednesday). Brad has agreed to serve as the mediator for the event.

#### 6) Economic Development Committee

Larry reported that some individuals that he had spoken with were not interested in having the Town Board “oversee” the Economic Development Committee (EDC) of the Chamber. Tracy reported that the Town Board would not have a regulatory or supervisory role over the EDC. Larry said that the thought that the people who had objected to an affiliation with the Town Board would not object to that type of relationship.

David asked for some discussion about how the EDC would benefit Chamber members. He wondered what would be beneficial about being “affiliated” with the town board. David suggested that the EDC could communicate with the town board and get on the agenda as needed, instead of being on the “agenda” every week without having an issue to present or speak to. Tracy Webb, a member of the Town Board, could not see an downside to not being officially affiliated with the Town Board. The members that were present agreed that the EDC could work with the Town Board without being officially “affiliated” with the Town Board.

#### 7) Cooperative Efforts- Tourism Board/COG- Grant Requests

Steve reported that he has submitted to the grant application to the Tourism Board requesting funds to support advertising and promotional activities. Bill Stark, member of the County Tourism Board, reported that the Tourism Board will vote next week on applicants and cut checks next month. Tracy will alert the Chamber when Council of Governments (COG) makes their grant applications are available.

#### 8) New promotion Initiatives-

James and Brad will collaborate and develop an evening class to offer community businesses “web based” resources that can be used for promoting events.

Larry suggested that the Chamber should sponsor a “competition” to create a La Veta town Flag.

9) E mail Response-

Larry reported that the Chamber received 19 e-mails in the month of February and approximately 30% were legitimate and 70% were “junk/spam”. Larry said that they would like to manage the e-mails for another month to see how many e mails the Chamber receives in March before deciding if he and his wife Deb will be able to manage this responsibility for the rest of the year.

The Chamber adjourned the meeting by unanimous voice vote at 6:54 pm  
The next meeting is scheduled for April 5<sup>th</sup> at 5:15.

Respectfully Submitted,

Brad Atchison,  
Secretary