

LA VETA/CUCHARA CHAMBER OF COMMERCE

4-5-2010

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, Bob Baker, Larry Klinke, Liz Henson

Absent: Don Lowell, Chris Hudson, Mitzi Kearns, James Cooper

In attendance:

Bill Stark, John Liese, Katherine Liese, H.E. Wilkins

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Steve directed those in attendance to review the minutes for the last two meetings. The minutes were approved, with one correction, seconded and passed with a unanimous voice vote.

Steve led a brief discussion about by-laws.

1) President's Resignation-Election

Steve Perkins submitted his resignation. Larry Klinke moved to accept the resignation and it was seconded by Liz Henson. Steve's resignation was approved by unanimous voice vote. Steve invited people to attend a going away celebration at the Parkside on Friday from 5-8 pm. Tracy was appointed as acting president in accordance with the Chamber by-laws. Bob Baker volunteered to serve as president. It was moved and seconded and he was elected by a unanimous vote. Bob Baker was named the new President of the Chamber and took over directing the meeting.

2) Brad raised the issue that there are several points in the bylaws that may no longer be in the best interest of the Chamber. Brad pointed out several problematic sections of the by-laws and volunteered to go through the by-laws identify potential issues with revisions at a future board meeting. The board informally approved this plan.

3) Tourism report- Bill Stark, Huerfano County Tourism Board, presented Southern Colorado "Arts and Heritage" guide. He reported that the guide was produced by 5 counties in southern Colorado, on budget of \$2000.00. Bill distributed copies of the guide to members.

4) Membership/Budget- David Rinehart reported that there are currently 100 members of the Chamber. He circulated a membership list. David also presented a budget report. The current balance on the account is \$12,185.19 resulting from membership fees and grants.

David requested that the Chamber continue to pay the Signature \$500.00 for services rendered concerning producing the Chamber of Commerce brochure. Tracy moved to pay the Signature \$500 for services rendered. Larry seconded the motion. David abstained from this vote. The rest of the board approved the motion by unanimous voice vote.

5) Economic Development Committee- Bob Baker reported that the economic development committee held its first meeting. He was pleased with the turnout and the resulting discussion. Minutes from the Economic Development (ED)

meeting were circulated among the Chamber. The next ED meeting will take place April 15<sup>th</sup> at 9:00 am at the La Veta Public Library meeting room.

David raised the issue of whether or not the Board needed to approve sub-committees to perform other tasks, some of which had been performed by the previous president (Steve). David also suggested that there might have been issues raised in the ED meeting that were not specific to economic development.

Bob suggested that he would like to give the ED committee more time before making decisions about breaking that committee into other sub-committees. He would like to see what the people who attended that meeting “come back with”.

Larry suggested that the board should consider making sub-committees to address significant jobs for the Chamber.

David volunteered to take the responsibility of advertising (print and radio). Larry volunteered to contact James Cooper and John Fredrick as potential members for a website/e-mail committee. David supported Larry’s suggestion set up sub-committees that report to the board.

Tracy reported that previous surveys of members have indicated that Chamber members have not been supportive of having to attend regular meetings or be involved in regular business. Larry suggested that attitudes and issues have changed in the last few years and that might encourage more involvement from general members. No specific action was taken on officially forming sub-committees.

Tracy raised an issue whether or not all “members” on the list had paid or if any “members” had just submitted partial payment. David reported that all listed members had paid in full, with the exception of the La Veta Rotary Club. This organization has chosen not to pay for a membership and will be removed from the list of members.

Larry reported that it was his understanding that all non-profit organizations received membership without payment. Other board members reported that non-profit organizations typically paid for membership. Larry pointed out that there were several organizations on the list of members that did not pay, or were granted membership for “trade” of service. It was understood that non-profit organizations would be expected to pay for a Chamber membership unless special arrangements are made. No formal action was taken on the issue of trading for membership.

H.E. asked questions about membership levels and whether or not the “Spanish Peaks Cycling/The Century Ride” would be eligible for a web page. Liz offered to talk with H.E. after the meeting concerning this issue.

Bob reported that Chae Organics is planning to open a small manufacturing plant in La Veta, possibly in the old cheese factory. He reported that the company had been encouraged to stay in La Veta by local businesses and individuals.

There was some informal discussion about local bike trail development. Bill Stark encouraged the Chamber to communicate with John Galusha or other members of county organizations on this issue.

There was general discussion about grant writing and grant monies. Bill encouraged the board to be diligent with grant writing and the related reporting. David noted that the Chamber received \$800 more from the Tourism board grant than last year. Bill reported that the Chamber application and report for the Tourism grant was well done.

- 6) Brochure- David reported that the new brochure should be finished and shipped to “welcome centers” and the Signature office next week. Liz offered to distribute brochures to Lathrop State Park, Pueblo Chamber of Commerce and the El Pueblo History Museum. David asked for feedback about the brochure and thanked Liz for proof reading the document.
- 7) Summer Guide- David reported that the summer guide would be published as an insert in the May 20<sup>th</sup> issue. David asked if the Chamber would like to purchase an ad for the summer guide. Tracy made a motion that the Chamber purchase a full-page ad in the Signature summer guide. The motion was seconded. David abstained from the vote, but the remainder of the board voted unanimously to approve the purchase of the ad. David said that he would write up a draft for the ad. There was general discussion about advertisement and best use of advertising dollars.
- 8) There was general discussion about the Chamber website, linking to other websites and the Rio Grande train schedule.
- 9) Events- Bob asked about upcoming community events. There was a brief discussion of private events being held on Memorial Day, the movie that will be sponsored on July 3<sup>rd</sup> by the Chamber.
- 10) Larry asked if Tracy had talked to the town board about adopting a ‘town flag’. She said that she had not spoken to the board about this issue, but would do so.
- 11) Larry said that of 175 e-mails that the Chamber received in the last month, 15 legitimate e-mails that required a response. Larry suggested that the Chamber could consider working with the “Book Nook” on answering e-mails for the Chamber. No action was taken on this issue at this time.

Tracy suggested that we should consider holding meetings during the summer months. No formal action was taken on this issue.

The Chamber adjourned the meeting by unanimous voice vote at 7:07 pm  
The next meeting is scheduled for May 3<sup>rd</sup> at 5:15 at the La Veta Public Library Meeting Room.

Respectfully Submitted,

Brad Atchison,  
Secretary