

LA VETA/CUCHARA CHAMBER OF COMMERCE

5-3-2010

La Veta Public Library

President Bob Baker called the meeting to order at 5:23

Board/Officers Present: Tracy Webb, Brad Atchison, Bob Baker, Larry Klinke, Don Lowell, James Cooper, Mitzi Keairns.

(See below concerning the election of new Board members and officers to fill vacancies of Steve Perkins, David Rinehart and previously vacated seats. Two Board members and new Treasurer were elected, bringing the total number of Board members to 12.)

Absent: Chris Hudson, Liz Henson,

Also in attendance:

Bill Stark, John Liese, H.E. Wilkinson, Deb Klinke, David Enke, Sandy Dolak and Kathy Hale.

Current Officers and Board Members:

La Veta/Cuchara Officers: Officers are elected for a term of one year, ending in December.

- President: Bob Baker (2010)
- Vice-President: Tracey Webb (2010)
- Treasurer: Kathy Hale (2010)
- Secretary: Brad Atchison (2010)

Board of Directors: Directors are elected for a term of two years, ending in December.)

- Liz Henson (2010)
- Mitzi Keairns (2010)
- Chris Hudson (2010)
- James Cooper (2010)
- Larry Klinke (2011)
- Don Lowell (2011)
- David Enke (2011)
- John Liese (2011)

Review of Minutes:

Bob directed those in attendance to review the minutes for the last meeting on 4-5-10.

Don Lowell moved to accept the meetings from the last meeting. James Cooper seconded the motion. The motion passed unanimously by voice vote.

New Treasurer-

Bob reported that David Rinehart had resigned from the Board and his position as Treasurer and that he had accepted the resignation after a discussion with David. Bob reported that no current board members had expressed an interest in the Treasurer's position. He then reported that Kathy Hale had expressed an interest in the position.

Brad reported that the By-Laws state that members of the Board and officers have to be members of the Chamber. Kathy Hale and David Enke paid dues and became members of the Chamber of Commerce.

Don nominated Kathy Hale as Treasurer and a member of the Board of Directors. Larry seconded the motion.

Voting was done by written ballot. There were six affirmative votes for Kathy Hale. Kathy was elected as the Treasurer. Her term will expire in December 2010.

There was discussion about whether or not the Board should fill the empty seats vacated by recent resignations. There was discussion about the length of term for replacement board members. There was a consensus of opinion that the new Board members should serve until December 2011.

James Cooper nominated David Enke to serve as a member of the Board. Mitzi seconded the motion. After discussion, James Cooper amended his motion, nominating John Liese and David Enke for election to the Chamber Board. Tracy Webb seconded the motion.

Voting was done by written ballot. Each candidate received six affirmative votes and was elected to the Board of Directors with terms expiring in December 2011.

Tourist Information Center

There was discussion concerning the tourist information center. Larry reported that the previous location of Grandma and Grandpa's was not optimal because it was outside and not well staffed now that the business had reduced hours of operation and opened another store in Walsenburg. He suggested that the coffee shop at Two Peaks Fitness might be a more appropriate setting for the Tourist Information Center.

Larry then reported on the Board's e-mail account. In March, he and Deb received 175 e-mails at the Chamber address and 16 messages required a response. In April, they received 238 emails and 16 required a response.

Larry suggested that the person in charge of the Tourist Information Office could also monitor and answer e-mails and post. Larry suggested that we could use temporary signage to indicate that the Two Peaks Fitness would be a location for brochures and other information. Larry suggested that John should be compensated for this service. Larry suggested that \$150 dollars a month would be an appropriate amount.

Larry suggested that it would also be appropriate to print a sign that would identify Two Peaks as a tourist information center. James Cooper said that he could produce a sign on canvas that would serve this purpose.

Larry made a motion that John Liese would be our tourist information center, for six months, through October, and be compensated \$150 per month. Don Lowell seconded the motion. During discussion, Brad pointed out that the by-laws require the Board to draw up a contract for these services.

The motion was approved unanimously by voice vote.

Tracy led a brief discussion about the history of the Chamber “community calendar”. Tracy said that the initial purpose, of the Chamber website was to insure that a calendar of events was accessible on the Internet. Kathy Hale suggested that it would be good to have a link between the Library and Chamber website. Bob added that the “Chamber” will also discuss linking the Chamber website to the Town of La Veta Website.

Volunteer to take over advertising.

Bob reported that David Rinehart had been responsible for the advertisement duties. He reported that someone else would need to take over these duties due to David’s resignation. Tracy suggested that the advertising proposed included radio ads and ads in the Signature. Bob said that he would follow up with Steve Perkins to determine if there was other advertising.

Tracy reported that she was working on a grant and would be required to take a class. She also reported that the grant has some requirements on how grant money can be spent. She suggested that the grant might be appropriate for use with radio ads. Tracy then volunteered to work on the radio ads.

Bob reported that an administrator from Rocky Mountain PBS had visited La Veta and was interested in doing a show on the area, but that this project may be stalled.

David Enke reported that he has a studio that could be used for recording ads.

James Cooper volunteered to submit a proposal for signage for the tourist center.

Joint Venture Downtown Beautification Project

Bob reported that the Economic Development committee was working on a downtown beautification project in conjunction with the Rotary Club. Mitzi reported that The Rotary club had made \$1000 at a recent fundraiser and that the Club plans to donate those funds toward this project. She said that the beautification group was not asking for Chamber funding, but would like to be recognized as a sub-committee affiliated with the Economic Development Committee and the Chamber. Mitzi gave an overview of the project. She also reported that they would speak with the Town Board concerning a dumpster designated for Main Street trash along with a town employee to empty the trashcans. Mitzi reported that the group would solicit \$50 donations from Main Street businesses to support this project.

There was discussion about what action the Board should take on this subject.

Tracy made a motion that the board should create separate “accounting” under the main Chamber account for donations that are gathered by the, La Veta Main Street Beautification project, a sub-committee of the economic development committee, which fund are to be used specifically for the La Veta Main Street Beautification project. Tracy moved and Kathy seconded. The motion was passed unanimously by voice vote.

David Enke

David presented information a summer concert series that he and his wife Annie are organizing. David reported that he and Annie run a business that manufactures “pick ups” for acoustic instruments and host house concerts. He has received verbal endorsements for the proposed concert series from SPACe and from the La Veta Town

Board. David reported that they have tentatively scheduled six concerts in La Veta Town Park, for the summer of 2010. He reported that the concerts would be “acoustic” in nature and appeal to a broad audience. David reported that the plan would be to request donations from those in attendance initially with the possibility of charging a per ticket price for concerts later in the summer season.

There was a brief discussion of possible “seed money” funding for this project. David said that they were not interested in requesting money from the Chamber. Brad asked if David wanted the Board to take any action on this subject and replied “not at the moment”. There was additional discussion about this project.

Sandy Dolak, owner of North by Southwest, presented a mission statement and vision statement along with potential activities for events that may be presented in affiliation with her store.

By-Laws

There was brief discussion about By-Laws. Brad noticed that Bob had copied and distributed a newer set of By-Laws than the version that had reviewed and revised. Brad offered to review the 2004 version of By-Laws and distribute them to the organization via e-mail.

Economic Development Committee

Bob led a brief discussion about the Economic Development Committee. He reported that the group is considering a “gateway” to La Veta that would serve as an “entrance” to La Veta. There was brief discussion about the pros and cons of this project. The “pros” included improving the appearance of the northern “entrance” to La Veta (Highway 12) an informal commitment of funds to create drawings of the proposed project. “Cons” included the cost of the project, accessing land for the “entrance” and potential issues with CDOT or other governing agencies.

The Chamber adjourned the meeting by unanimous voice vote at 7:43 pm

The next meeting is scheduled for June 7th at 5:15 p.m. in the conference room at the La Veta Public Library.

Respectfully Submitted,

Brad Atchison,
Secretary