

La Veta/Cuchara Chamber of Commerce  
Combined Board and Membership Meeting  
Monday, October 6, 2008  
La Veta Public Library  
5:00 p.m.

The meeting was called to order by President Steve Perkins at 5:00 p.m.

Board Members Present: Steve Perkins, Liz Henson, Tracy Webb,  
Marta Moore, Don Lowell, Renee Rinehart,  
Dave Rinehart, Mitzi Keairns, Linda Frederick  
Board Members Absent: Sarah Good, Rich Snyder  
Others Present: Don and Netta Easter, Debra Malone, Susan  
Wyman, Sandy Borthick, Chris Hudson

The **Minutes of September 5, 2008** were unanimously approved upon motion by Linda Frederick, second by Dave Rinehart.

The **Treasurer's Report as of October 6, 2008** was accepted as presented by Dave Rinehart. It was noted that approximately \$3,800 has been spent this year on out-of-area advertising (KRCC Radio/HighPlains Public Radio/Denver Post). The Huerfano Tourism Board granted the Chamber \$3,000 in marketing funds with the proviso that the funds be spent on marketing outside of our area. The Tourism Board also required that we provide lodging surveys which Steve will collect and submit to the Tourism Board. Tracy Webb noted that we were successful in obtaining matching fund grant money from COG in the amount of \$1400.

**Phones and E-Mails** – Linda Frederick pointed out that our initial contract with Betty Brown (Methodist Church) has been very successful and praised Betty Brown for a job well done. The initial contract (high season) for answering the Chamber phone and e-mails was \$250/month. The Chamber Board will ask that she provide a summary report and Linda will determine her interest in continuing through the winter months. Upon motion by Tracy Webb, seconded by Dave Rinehart, the Chamber will endeavor to enter into a contract with Betty Brown/Methodist Church to answer the Chamber phone and e-mails for the period November 1, 2007 – April 30, 2008 at the rate of \$100 per month. The motion was passed unanimously.

In that many of the questions this past year pertained to “camping”, the Chamber will look to expand our website to include information and links to Bear Lake, Blue Lake, Purgatoire and Lathrop. At this time, we will only gather information for submittal to Cathy Cramer in 2009. Steve noted that the Forest Service has expressed interest in creating some cross country ski and snowshoe trails. Steve will create a Chamber newsletter recapping our Chamber year highlighting our brochure, 2008 marketing overview, grants received, membership, call for 2009 officers/board members/volunteers and upcoming Annual Meeting/Christmas Party scheduled for Friday, December 5, 2008 at 5:30 p.m. This newsletter will be mailed (post office) to all members. Marta Moore will confirm with Marilyn Hall that the party can be held at the 1899 Inn. She will also offer Chamber help in decorating for the event. The Chamber will provide drinks and food will be provided by Chamber members.

Debra Malone (Huerfano County Tourism Board) reported that the San Luis Train is asking for more partnership venues with the Chamber and the Town of La Veta. She noted that 300 additional people were brought into town the day of Oktoberfest. The next

events will be three weekends of “Polar Express”. Debra suggested that the town/chamber might provide carolers, music, lighting, etc. Businesses should be encouraged to stay open later on those evenings. Possible creation of Lodging/Restaurant packages were discussed. Tracy Webb will check with the Town as to what they may provide in the way of lighting, etc. The churches will be contacted (by Debra Malone) to see if they will provide carolers. It was also discussed reviving the Lighting Contest.

Steve Perkins will contact John Thomas, Marketing Director for the San Luis Train to set up a breakfast or luncheon meeting for October 8<sup>th</sup>. Steve will e-mail all Board Members to invite them to join him.

Debra Malone advised that the Tourism Board will again purchase an ad in the Colorado State Official Vacation Guide spotlighting La Veta’s 4<sup>th</sup> of July weekend and Oktoberfest. Steve thanked Debra for the grant money provided this year toward our marketing efforts.

Debra Malone asked that she be added to future e-mailings of Chamber Minutes. Steve will take care of this addition.

Debra encouraged the Chamber to create some Memorial Day Weekend Activities in 2009. She also noted that the new Highway 12 billboard can be changed, should anyone desire to do so, by going to the County for approval. It was noted that a few people felt the billboard was hard to read. The current billboard overlay cost approximately \$800.

### **Stonewall Century Ride**

The Stonewall Century Ride recently celebrated its 6<sup>th</sup> successful year in La Veta under the direction of Scott Effner and Susan Wyman who anticipate leaving La Veta for Gunnison, Colorado. The philosophy of the Ride is three-fold: Cycling & fitness; Money for local non-profits; and, New business for the community. Susan Wyman and Sandy Borthick addressed the Chamber and updated them on their plans to continue the ride in 2009. Sandy will handle the local end of the event with Susan working remotely and with Scott and Susan coming back to La Veta for the weekend event. The Rotary Club has agreed to stay involved as well as the other local non-profits who benefit financially from the event and donate time and support. Both Susan and Sandy encouraged the Chamber to possibly consider a sponsorship or volunteer hours to the event. A sign-up sheet was passed around for those wanting to volunteer or learn more about the Ride. All were in agreement that it is the goal to keep the event alive.

**Annual Awards Banquet** – As per the suggestion of the Huerfano County Chamber of Commerce, all were in agreement that the Annual Awards Banquet, usually held in the Fall each year, should be moved until March, 2009.

The next **Combined Board/Membership Meeting** will be held on November 10<sup>th</sup> at 5:00 p.m. in the Library Community Room. Items to be addressed will be 2009 Membership Drive, election of new Board and Officers and 2009 planning.

The Meeting was adjourned at 6:40 p.m.

Respectfully submitted,

Elizabeth Henson, Secretary