

HCCC

HOTCHKISS COMMUNITY CHAMBER OF COMMERCE

promoting business & quality of life

Membership Meeting. February 24, 2021. Memorial Hall Ballroom.

Roll Call. Board Members Present: Nathan Sponseller, Tracy Ihnot, Mitch Swanda, Kim Shay, Bill Long, Sue Whittlesey and Robbie Winne.

Call to Order. President Swanda called the meeting of the membership and Board to order at 8:04 am.

Approval of Minutes.

Board Member Sponseller emailed the draft of the January 27 minutes to Board members. Whittlesey made a motion to accept the minutes and Robbie seconded. All were in favor.

Treasurer's Report.

Whittlesey provided the Treasurer's report and updated financial statement prior to the meeting for board members to review. The current balance in operations is \$5,787.09 and special projects is \$16,513.35. Ihnot motioned to accept the report as submitted and Shay seconded. All were in favor.

Administrative Report.

Membership mailing. 2021 HCCC membership is currently at 73. Following the initial mailers, Sponseller sent email reminders. New email. Sponseller updated HCCC's email to hotchkisschamber@gmail.com and has been cleaning up the email list. Through that process, Sponseller has substantially increased our reach with the e-newsletter. Members are able to opt out of the newsletter. A template has been set up in Mail Chimp for making the e-newsletter more user-friendly and efficient. With the volume of member events and announcements, Sponseller plans to send the e-newsletter weekly. Board members discussed the need to draft guidelines for what can be included in the e-newsletter because it is a benefit for HCCC members. There are certain exceptions to that when an announcement is deemed a public service announcement or a partner organization. HCCC can draft a response to businesses, organizations and individuals who are not members but want to advertise in the bags or e-newsletter and can encourage HCCC membership. Board members discussed reviewing and updating applicable by-laws and/or policies at the annual meeting in November. Cloud storage. Sponseller is organizing and cleaning up HCCC files and has shared access information and instructions with board members. Welcome Bags. Ihnot and Sponseller need to discuss transferring Welcome Bag duties to Sponseller when he is caught up on other duties. Ihnot notified Ginger at the Town of Hotchkiss that Sponseller will be taking over administration of the Welcome Bags in the coming months. Whittlesey suggested that a list of HCCC members and the map of Hotchkiss be included in the bags. Ihnot reminded board members that only HCCC members should be able to include items in the bags. Signboard update. Sponseller gave an update on the signboard replacement for the Crawford direction sign. Following the install of the new sign, a replacement signboard for announcements is needed. The replacement has been ordered. Visitor Kiosk signage. DMEA is updating the sign on the visitor's center kiosk. Sponseller viewed the proof and made one change. The new sign

will include the northforkvalley.net website rather than the Hotchkiss Chamber website. HCCC will be transitioning to the northforkvalley.net website in 2021 because it has substantially more visits.

President's Report:

Swanda reported that Greg Pope, the executive director of One Delta County, contacted him for cattle drive photos in the Hotchkiss area for the new One Delta County website. Board members provided a variety of photos. Swanda notified board members that the second round of small business association loans are available now.

Presentations/Introductions:

No presentations/introductions

Old Business.

New logo. Winne will contact Patty Naft about updating HCCC's logo in 2021.

New Business.

High Country Shopper Advertising for members. Winne reported on an opportunity to partner with the High Country Shopper to offer discounted advertising to new chamber members. Board members discussed it and expressed interest in participating. Winne will bring specific details to the next HCCC meeting.

Committee Reports.

Hotchkiss Prosperity Plan update. Shay gave an update on the public works building. Due to the condition of the building, it will be 9-12 months before it is ready for sale. Then the town will write an RFP to ensure it is purchased for a tax-generating business. Other efforts are on hold right now due to COVID restrictions.

Outreach Committee. See administrative report for update on Welcome Bags.

Announcements/Non-Agenda Items.

Ihnot brought it to the board's attention that, as a consumer, she has experienced many businesses being closed when the posted hours indicate they should be open. It was suggested that businesses may need a reminder to post their new hours when they change, including on Facebook, answering machines and websites.

Ihnot gave the board an overview on the Zoom meeting with the health department regarding event planning. She will share document via email when it is available.

The Hotchkiss-Crawford Historical Museum is open again on Saturdays from 1pm to 4pm and the Methodist Thrift Store is open again on Mondays from 9am to 3pm starting next week.

Shay reported that the electric charging station is on target to be installed by the museum in March. Board members discussed a ribbon-cutting once it is installed.

Ihnot gave an update on the Joint Chambers meeting, specifically with regards to the Delta County Tourism Guide.

Next Membership Meeting. Meeting will be held on Wednesday, March 31 at 8am at the Memorial Hall Ballroom.

Adjournment. Swanda adjourned the meeting at 9:33 am.

Minutes respectfully submitted,

Tracy Ihnot, Recording Secretary