

# HCCC

HOTCHKISS COMMUNITY CHAMBER OF COMMERCE

promoting business & quality of life

## **Membership Meeting. March 31, 2021. Memorial Hall Ballroom.**

**Roll Call.** Board Members Present: Nathan Sponseller, Tracy Ihnot, Mitch Swanda, Kim Shay, and Sue Whittlesey. Board Members Absent: Bill Long and Robbie Winne. Community Members Present: Mary Hockenbery, Town of Hotchkiss Trustee. Terry O'Brien, Business Member.

**Call to Order.** President Swanda called the meeting of the membership and Board to order at 8:00 am.

### **Approval of Minutes.**

Recording Secretary Ihnot emailed the draft of the February 24 minutes to Board members for review. Corrections were made via email. Shay made a motion to accept the minutes and Whittlesey 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 \$5,565.64 and special projects is \$16,513.48. Sponseller motioned to accept the report as submitted and Shay seconded. All were in favor.

### **Administrative Report.**

Membership mailing. 2021 HCCC membership is currently at 84. Signboard update. Sponseller gave an update on the signboard replacement for the Crawford direction sign. It is expected to be completed in the next few weeks. New email and cloud storage. The email transition to Gmail is moving along well and HCCC documents are being uploaded to Google Drive. Visitor kiosk signage. DMEA has new signage supplies on back order. E-Newsletter, etc. Sponseller is sending the newsletter to approximately 380 people on a weekly basis. On average, 130-160 people are opening it and click throughs have increased dramatically. The deadline for submitting promotions to be included in the e-newsletter is every Wednesday. The deadline for agenda items is the Wednesday before the monthly meeting. Website. Updating HCCC's websites is the next big project. The HCCC site will redirect to the North Fork Valley site and Sponseller will discuss migrating the business directory with ThinAir web developers. HCCC board members discussed creating a blanket communications policy for the e-newsletter, signboard, Facebook, and website. Scheduled a work session for April 8 at 9am at Bank of Colorado.

### **President's Report:**

E-Waste. HCCC will not be hosting an e-waste event in 2021 but Altrusa is hosting an event on April 17 in Delta. HCCC is promoting the Altrusa event in lieu of their annual event. Sheep Dog Trails. The event is scheduled for Mother's Day weekend. Shay will follow up with United Business Bank to find out if they plan to host their usual free lunch on Friday. Sponseller will be scheduling the regular advertising in the DCI, shopper and Merchant Herald. Encourage yard sales. Colorado Grand is scheduled for September. COVID Update. Delta County is in

the Green Level on COVID dial. In Green, outside events have no regulations. There are still guidelines for indoor events.

### **Presentations/Introductions:**

Mary Hockenbery gave board members an update on the Highway 50 construction project. The detour through Hotchkiss is a safety concern for the Town of Hotchkiss and an opportunity. The town hopes to have a temporary traffic light installed at the HWY 133 and HWY 92 intersection. There is an anticipated 50% increase in traffic coming through town during the Hwy 50 closures. A committee is working with CDOT regarding the safety concerns. Hockenbery shared ideas with board members on how businesses might benefit. Providing the downtown Hotchkiss map, public bathrooms, digitally programmed signs, a temporary brochure holder and AM radio announcements. Shay added that the new EV station is expected to be up and running by April 5. Innot suggested CDOT library sign on Bridge St would help people know where to find free wireless internet. Hockenbery suggested sending an email to Mayor Wilkening regarding the library sign.

### **Old Business.**

**High Country Shopper Advertising for Members.** No update at this time.

### **New Business.**

No new business.

### **Committee Reports.**

**Hotchkiss Prosperity Plan update.** Hockenbery gave board members an update. Through the process the town adopted seven guiding principles for the development of the downtown area. The public works building was identified as the #1 location for development in the downtown area. The town applied for a grant for a Brownfield assessment of the building which includes an inspection of the building. Then the town will write an RFP for the sale of building. The downtown streetscape plan is still in progress.

**Outreach Committee.** When the EV station is up and running, HCCC will schedule a ribbon-cutting.

### **Announcements/Non-Agenda Items.**

Terry Obrien asked about HCCC's involvement in economic recovery for Hotchkiss and the North Fork Valley as a future topic of discussion.

Board members discussed available building space in the downtown area.

Shay notified the board that Hotchkiss Merchant Meetings will likely resume in April, the third Wednesday of every month, outside at Ace Gambles.

Third Bowl Ice Cream does not provide retail sales. The Creamery Arts Center is selling it and Taco Hut has plans to sell it if they can find space to store it.

Shay updated board members on plans to cover up the Subway mural with something new. May need contributions to cover the costs. The owner of Third Bowl Ice Cream will contribute. Looking at hiring muralist Seth Weber to do the work. Board members will discuss this further at the next meeting.

Ira Houseweart will be installing a new buffalo bench on Bridge Street.

Board members will discuss Welcome Bags at the next meeting.

**Next Membership Meeting.** Meeting will be held on Wednesday, April 28 at 8am at the Memorial Hall Ballroom.

**Adjournment.** Swanda adjourned the meeting at 10:02 am.

Minutes respectfully submitted,

Tracy Ihnot, Recording Secretary