

Hotchkiss Community Chamber of Commerce
Regular Business Meeting April 4, 2012
Hotchkiss Public Library Basement

Attending: Nathan Sponseller, Bill Long, Yvon Gros, King Robertson, Debbie Pennington, Elaine Brett, Gloria Crank, Mary Hockenbery, Katherine Colwell, Katie Gnauck, Tom Wills, Gordon Hebenstreit, Joanne Tullis, Lavern Evans, Rhonda Duclo.

President Sponseller called the meeting to order at 7:30 a.m.

The motion was made by Wills and seconded by Long to approve the minutes of the March meeting as sent out by email. Motion passed.

The motion was made by Brett and seconded by Pennington to accept the treasurers report as corrected. Ride the Rockies expense is \$550 instead of \$1000. Motion passed. There will be a bill for about \$1100 for insurance to cover Ride the Rockies.

Corresponding Secretary: Now have 75 members. Fourteen non-profit and two individual memberships included.

- A committee of Gloria Crank, Katherine Colwell, Jim Brett & Ethel Garrett has been set up by the joint chambers to work on the web site. At the joint chamber meeting it was decided to get rid of the calendars that we have and link to the Merchant Herald calendar. Alowetta Terrien of ThinAirMedia will give 10 hours through SBDC to improve the Hotchkiss Chamber website.
- Karen Good is working on the Creative District directory.
- The Ela Family Farms tour and dinner is set for May 5 & 6.
- Hotchkiss is Happening is set for May 12 on a Saturday. Artists will be doing demonstrations in the businesses.

Ride the Rockies – June 10. There will be a beer and local wine garden. We will need volunteers for the beer garden, putting up signs, manning the information booth, and security. Elaine Brett will contact the local cyclists see if they will be willing to help with some of those things. There will be another meeting with the organizers on April 11.

New Business -

- Brad McCloud from the Oxbow community outreach has contacted Nathan about projects in the community that they could support. Perhaps the things that the downtown development and improvement committee are working on.
- Joint Chamber meeting -
 1. Discussion on the policies for the web site.
 2. Joint marketing – How can we be more effective. What are we currently doing. Card survey to merchants on what is most effective. Let members know where we do advertising. Why do we market – to support locally or outside to bring people in.

Non-agenda items

- Brett – Orton Family people will be here on April 16-17 to work with local team. There will be a workshop for business and North Fork on communication and marketing on the afternoon of the 17th.
- Tullis – The emerging Creative District is working on technology and valley wide branding.
- Robertson – The Kiwanis Easter egg hunt will be April 7 at 10:00 a.m. at the park. Memorial Hall is doing okay. Keep it in mind for activities.
- We received thank you letters from Memorial Hall for the donation from the craft fair and the Friends of the Hotchkiss Barn for the letter of support for the grant application.
- Hebenstriet - Dog trials are coming up on May 11-13 with a record number of dogs and handlers. Thanked the Chamber for their support.
- The Winery tour is June 3.

Downtown improvement committee report –

Hockenbery reported that High Country Gardens will either donate or sell plants a cost for planters on Bridge Street. She is visiting all the merchants on Bridge Street to see if they will plant, care for, or want to be involved. She has blue buckets that could be used or the barrels that are in some areas already. It was suggested that some organizations might want to adopt a planter or help with the park by City Market.

Hotchkiss is Happening has moved to the 2nd Saturday in May for the Sheep Dog Trials. There will be art demonstrations and other activities in many of the businesses in the afternoon. It was suggested that the museum might have something in the afternoon as well. The Chamber board voted earlier in the year to provide \$300 to the Downtown Merchants Committee to help with promotion for the first few months.

Submitted by Rhonda Duclo,
Secretary protem