



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, April 16th 2019 at 8:00 a.m.

Wellington Housing Authority Meeting Room: 3914 Roosevelt Avenue

BOARD MEMBERS IN ATTENDANCE: Jon Slutsky, Heather Zadina, Ben Parsons, Wendell Nelson, Linda Kinzli, Katie Whitman, Mary Council, Curtis Bridges and Brian Graves

BOARD MEMBERS NOT IN ATTENDANCE: Kristi Cannon, Steve Vessey, Heidi Cross and Ed Cannon (Town of Wellington)

OTHERS IN ATTENDANCE: Kacy Lobato (Executive Administrator), Annie Lindgren (Wellington Colorado Main Streets Program) and Rick Freeman (Chamber Ambassador)

CALL TO ORDER at 8:02 a.m.

REVIEW MINUTES from March 19th 2019 Chamber Board Meeting. Approved as presented.

INTRODUCTION OF VISITORS: Rick Freeman (Chamber Ambassador)

ADMINISTRATIVE REPORT – Kacy Lobato, Chamber Executive Administrator

- The files have been submitted to North Forty News for the upcoming 2019 Community Guide & Membership Directory and should be complete within 1-2 weeks. The North Forty News plans to begin distribution in conjunction with the May 1st newspaper issue.
- The 2019 Member 2 Member Coupon Books are complete and will be made available in the Chamber's lobby and at monthly Chamber events.
- Representation of the Chamber on the Town's Branding Committee. Next committee meeting will be held Friday, April 26th to review logo concepts provided by the consultant.
- Discussion of offering the 2nd Annual 2019 Shop Local Summer Challenge from June 1st to August 31st was made. A revised layout of the challenge card and guidelines will be provided at the next Chamber Board meeting in May.
- A copy of the finalized By-Laws was included with agenda packets.

CHAIR REPORT – Jon Slutsky

- Memorandum of Understanding (MOU) is nearly complete and a final draft will be presented at the next Board meeting in May.
- A revised drafted copy of the Roles and Responsibilities of Directors was presented and concerns and issues were addressed. The suggestion was made to add the terms of the 3 year commitment or the remainder of the term for Board members. Discussion was tabled and will be readdressed in conjunction with reviewing the existing mission and visions statements at the next Board of Directors meeting in May. A Strategic Planning Committee was formed including the following Chamber Board members: Linda Kinzli, Mary Council, Brian Graves and Wendell Nelson.
- The Chamber's Executive Committee plans to proceed with the Strategic Plan for the Chamber, once the pending MOU from the Town has been finalized.
- The Town's new Economic Developer, Michelle Vance, will begin June 3rd, 2019.
- The possibility of moving the existing Chamber office location was made and the Board discussed the pros and cons of the potential move.
- The suggestion was made to form a Fundraising Committee to generate additional funding for the Chamber. New

volunteers of the Membership Committee have begun some preplanning of an Annual Business Team Softball Tournament. Linda provided some estimated costs. The Softball Tournament Committee will consist of the following members: Katie Whitman, Maggie, Shirrell Tietz, Brian Graves, Rick Freeman, Kacy Lobato and Linda Kinzli. Additional event details will be provided at the next Board of Directors meeting in May. The suggestion was made to pursue hosting a Chamber Golf Tournament as well.

TOWN OF WELLINGTON – Ed Cannon, Town Administrator not present. No report given.

MAIN STREETS PROGRAM – Annie Lindgren, Executive Director

- The Wellington .5K Fun Run was a success with 300 participants. Proceeds will benefit the new train depot mural in Wellington. This new mural will be painted on the exterior building and fence of the old lumber yard located on 1st Street and Cleveland facing the railroad tracks beginning in April 2019. Owner of building has begun cleaning up the area.
- June 1st: Brewfest, Centennial Park – Sponsorships are available.
- August 17th: Well-O-Rama, 10:00 am to 6:00 pm in Centennial Park. Music performers are confirmed and will feature country and blue grass music and family games will be available. Sponsorships are available.
- Expanding existing flower pot project on 6th Street and Cleveland to 22 self watering planters. Sponsorships will be available for \$100 per planter.
- Market Leakage Analysis has been rescheduled for May 13th from 7 – 8 pm and the Leeper Center
- Colorado Downtown Streets Workshop: Tuesday, May 7th from 9:30 am – 2 pm at the Platteville Senior Center located on 508 Reynolds Avenue in Platteville, Colorado. RSVP deadline is Wednesday, May 1st. To register, visit <https://tinyurl.com/y4gmonrt> or email info@communitybuilders.org. A representative from the Wellington Chamber is needed.

TREASURER'S REPORT – Katie Whitman

The current financials were reviewed, as of April 11th, 2019 and Treasurer reported that the membership dues are on track for the 2019 budget. The additional funds from both the Economic Development account with 1st National Bank and the Circus account with Blue Federal Credit Union have been withdrawn and deposited into the Chamber's Money Market account with Points West Community Bank.

COMMITTEE REPORTS:

AMBASSADOR COMMITTEE – Rick Freeman

Committee has about 47 businesses left to visit and feedback was provided to the Board from members who have already been visited. About 95% of the comments from members has been positive.

COMMUNITY EVENTS COMMITTEE – Brian Graves

- Easter Egg Hunt – Saturday, April 20th at the Harvest Farm. Donations from local businesses and additional volunteers are needed.
- Town Clean Up Day – Saturday, May 11th
- Brewfest - Saturday, June 1st
- 4th of July celebrations in Wellington
- Circus – Wednesday, July 17th, sponsored by the Chamber. Circus representatives will be visiting Wellington towards the end of the week to confirm the location of event and collect a deposit of \$290 from the Chamber. Marketing material will be provided by the Culpepper & Merriweather Circus for distribution and Skeeter the advanced clown will be visiting Wellington 2 weeks prior to the event.

Motion: Allocate \$290 for the deposit of the 2019 Circus in Wellington to the Culpepper & Merriweather Circus

Move: Brian Graves

Second: Wendell Nelson

Vote: Approved by all Board Members present

BUSINESS DEVELOPMENT COMMITTEE – Ben Parsons

Scheduled Networking & Educational Breakfast Meetings:

- May 7TH: Jon Slutsky & Kristi Cannon with Wellington Area Chamber of Commerce

- June 4th: Mayor, Troy Hamman with the Town of Wellington
- July 2nd: NO Meeting, due to 4th of July Holiday

BUSINESS SUPPORT SUB-COMMITTEE – Kristi Cannon not present. Report given by Linda Kinzli

Motion: Allocate up to \$400 to purchase a TV with HDMI outlet for WOW and other Chamber presentations

Move: Heather Zadina

Second: Mary Council

Vote: Approved by all Board Members present

MEMBERSHIP – Heidi Cross not present. Report provided by Linda Kinzli.

Total Members = 149, New Members = 10, Non-Renewals = 30

Minutes from the April 3rd committee meeting were presented. The next membership committee meeting will be held Wednesday, May 1st at 11 am at the Chamber's lobby.

BUSINESS AFTER HOURS – Linda Kinzli

A printed version of upcoming news and events is now available in the place of a discussion of Chamber news during each monthly event.

Scheduled Business After Hours Events & Ribbon Cutting Ceremonies:

- Thursday, May 9th – Business After Hours hosted by Papa's Table at 5:30 pm
- Friday, May 31st – Ribbon Cutting Ceremony for Wellington's Boys & Girls Club's new location. Blue ribbon was requested. (No time was reported)
- Saturday, June 1st – Ribbon Cutting Ceremony for Realities For Children (No time was reported)

NEW BUSINESS – Curtis Bridges

- Curtis reported that during the previous County Commissioner's meeting the county discussed plans to take over from CDOT maintaining the existing Highway 1 and change Highway 1 to consist of County Road 15 and Owl Canyon Road.

OLD BUSINESS – Curtis Bridges

- Curtis reported that during the previous Poudre School District's planning meeting regarding Wellington's new High School/Middle School, Brandon Willis, Sr. Planner of PSD reported that ground breaking for the new schools would not begin until November 2019, and construction would begin February 2020.

MEETING ADJOURNED at 9:49 am