



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, March 19th 2019 at 8:00 a.m.

Wellington Housing Authority Meeting Room: 3914 Roosevelt Avenue

BOARD MEMBERS IN ATTENDANCE: Jon Slutsky, Kristi Cannon, Heather Zadina, Ben Parsons, Steve Vessey, Wendell Nelson, Linda Kinzli, Katie Whitman, Heidi Cross and Brian Graves

BOARD MEMBERS NOT IN ATTENDANCE: Curtis Bridges and Mary Council

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

CALL TO ORDER at 8:00 a.m.

REVIEW MINUTES from February 19th 2019 Chamber Board Meeting. Linda Kinzli provided additional revisions. A reminder was given to submit any revisions directly to Jon Slutsky for review.

Minutes approved with revisions.

ADMINISTRATIVE REPORT – Kacy Lobato, Chamber Executive Administrator

- 2018 Taxes are complete.
- Planning for the final stages of the 2019 Community Guide & Membership Directory.
- Presented the reporting requirements and federal income tax withholding for future Chamber raffles.
- Announced new outline for future social marketing ideas.
- Out of town from Wednesday, March 20th – Sunday, March 24th

CHAIR REPORT – Jon Slutsky

- Heather Zadina and Jon Slutsky reported on the Memorandum of Understanding (MOU) concerning the roles of the three groups as we work together for Economic Development in Wellington. Heather briefly mentioned the office space opportunity for the Chamber to possibly relocate with the Wellington Colorado Main Streets Program and the Town's new Economic Development Director to the house behind Sol Del Jalisco Mexican Restaurant. A Wellington Development Update was provided in the agenda packets and discussed.
- The revised By-Laws were resent to the membership via email reminding members to review both Section 2 and Section 4 of the proposed changes to the existing By-Laws.
 - Motion: Approve the amended changes of the By-Laws as presented.
 - Move: Steve Vessey
 - Second: Kristi Cannon
 - Vote: Approved by all Board Members present
- Discussed concerns with current declining memberships.
- A drafted copy of the Roles & Responsibilities Guidelines was presented and concerns and issues were addressed. Board members were encouraged to submit their suggested revisions to Jon Slutsky prior to a final draft. The plan to produce an orientation packet for new Board members was discussed.
- Drone video promoting Wellington is complete and final costs have been paid. Electronic copies have been

supplied to all the sponsors, Town of Wellington and the Wellington Colorado Main Streets Program. Wendell Nelson will coordinate a thank you testimonial from all three organizations.

TOWN OF WELLINGTON – Ed Cannon, Town Administrator

- Candidates are being reviewed for the full time Economic Developer position.
- CDOT presented the access plans for Cleveland Avenue and any intersection and crosswalk issues on March 18th, 2019. Agenda items included: proposed striping on Cleveland Avenue and the short range, medium range and long range goals. The date of the final access plan is undetermined at this time.
- Buxton Corporation report has been reviewed. Buxton Corporation, which is a retail strategy organization, will help generate leads and bring retail shopping and restaurants to Wellington. Esri Database software will be used to compile a collection of geographic datasets of various types and services.
- Town is currently working with Civic Plus Web Development Company to update existing website and gathering input from the community, Chamber and Main Streets Program.
- Ed Cannon plans to meet with Town Planner, Cody Bird, to discuss planning commission process issues.

MAIN STREETS PROGRAM – Annie Lindgren, Executive Director

- Annie will be attending the National Main Street Conference in Seattle next week.
- Marketing Leakage Analysis was cancelled due to the weather and Annie will notify the Board with the rescheduled date and time.
- The Main Street office will be closed the next couple of weeks.
- The Chamber featured Main Streets in a written article of scheduled 2019 events in their previous newsletter.
- April 6th: 5K Fun Run. Proceeds will benefit the new mural in Wellington located on 1st and Cleveland Avenue near train tracks.
- 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 scheduled featuring country and blue grass music and games are being organized. Sponsorships are available.
- Expanding existing flower pot project on 6th Street and Cleveland and researching self watering options for additional planters.
- 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 plans to clean up area and prevent vehicles from parking near mural.

CHAIR-ELECT REPORT – Kristi Cannon

- Opportunity to work with the Fort Collins Chamber of Commerce's CEO, David May, and Chamber Executive, Anne Hutchinson, to develop a Strategic Plan for the Chamber. Ann has offered to assist with facilitating a session at no cost. The Strategic Plan will help develop the Chamber's mission, vision and critical objectives for the next three years. A session will be scheduled within the next 30-60 days.
- We will be offering courses and business training to local businesses in partnership of the Town. We have received a grant of \$10,000 from the Town to cover most of the cost of this program. The SBDC Scale Up Smart program offers three different consulting services consisting of sales and marketing direction, confidential financial health evaluations, and improving manufacturing operations. The Town would invest in 80% of the cost of the Scale Up Smart program and the approved businesses would be responsible for the remaining 20%. The Chamber would be able to offer this resource to 8-9 local businesses with a 3-6 month post program survey to provide feedback.
- Offer four different courses during a community Lunch & Learn for \$30 per person. The Town will provide 80% of the expenses to the Larimer County Workforce Center and the local business registered would be responsible for the remaining 10%. An application will be available to download on the Chamber's website for businesses that are interested.
- Provided feedback on the previous (WOW) Women Of Wellington event last month and discussed options for changing venues.

TREASURER'S REPORT – Katie Whitman

A revised 2019 budget and the current financials were provided in the agenda packets.

Motion: Approve budget as presented.

Move: Steve Vessey

Second: Linda Kinzli

Vote: Approved by all Board Members present

COMMITTEE REPORTS:

SMALL BUSINESS DEVELOPMENT – Ben Parsons

Board discussed the future of Chamber 2 Rounds events and the requirements needed to provide the event this year. A change of venue for both the Networking & Educational Breakfast and the Women of Wellington events was discussed

Scheduled Networking & Educational Breakfast Meetings:

- April 2nd: Blaine Howerton with North Forty News
- May 7th: Jon Slutsky & Kristi Cannon with Wellington Area Chamber of Commerce (Board encouraged to invite non-Chamber members to attend)
- June 4th: Mayor, Troy Hamman with the Town of Wellington
- July 2nd: NO Meeting, due to 4th of July Holiday

AMBASSADOR COMMITTEE – Rick Freeman

Committee is focusing on membership retention and continues contacting members by phone and via emails. The committee is in need of additional volunteers.

COMMUNITY EVENTS COMMITTEE – Brian Graves

- Easter Egg Hunt – April 20th at the Harvest Farm. Donations from local businesses are needed.
- Circus – July 19th (deposit will be needed), sponsored by the Chamber. Circus representatives will be visiting Wellington within the next couple of weeks to discuss location of event and collect a deposit from the Chamber. Volunteers are needed to sell Circus tickets and Chamber members will need to be notified prior to ticket sales soliciting.
- Town Clean Up Day – May 11th.
- Chamber 2 Rounds Disc Golf Tournament – August / September. Volunteers are needed; talk to Brian.

BUSINESS SUPPORT SUB-COMMITTEE – Kristi Cannon

Scheduled 'WOW' Women of Wellington Events:

- March 20th: Lisa Christopherson – Women Helping Women: Human Trafficking

MEMBERSHIP – Heidi Cross

Total Members = 137, New Members = 10, Non-Renewals = 34

Heidi presented the previous minutes from the March 6th committee meeting for discussion and announced the updated committee mission statement. The duties of both the Membership Committee and Ambassadors has been clarified. Heidi will be meeting Tracey Jensen, Chair of the Main Streets Membership Committee, Wednesday, March 20th, to discuss a combined membership opportunity through the Chamber's investment levels.

BUSINESS AFTER HOURS – Linda Kinzli

Monthly Business After Hours will now offer extended networking time with minimal business discussions. A printed version of upcoming news and events will be provided in the place of a discussion of Chamber news during each monthly event. The idea of hosting a Business Fair was mentioned. Linda is working on the final Annual Dinner contract with the Terry Bison Ranch & Resort.

Scheduled Business After Hours Events & Ribbon Cutting Ceremonies:

- April 11th – Wellington Eye Care at 5:30 p.m.

MEETING ADJOURNED at 10:01 am