



4006 Cleveland Ave / PO Box 1500 / Wellington, CO 80549 / (970) 568-4133 / WellingtonColoradoChamber.net

*Business Strong. Member Driven.*

**BOARD OF DIRECTORS MEETING MINUTES**  
**Tuesday, March 16, 2021 at 8:00 am**  
**Zoom Meeting**

**BOARD MEMBERS IN VIRTUAL ATTENDANCE:**

Jon Slutsky, Kristi Cannon, Anita Hardy, Ben Parsons, Mary Council, Ashlee Lease, Katie Whitman, Lisa Christopherson, Tracey Jensen

**BOARD MEMBERS NOT IN ATTENDANCE:** Linda Kinzli, Lorilyn Bockelman, Jason Bustos, Jami Sterkel

**OTHERS IN ATTENDANCE:**

Mary McCaffrey, (Executive Administrator), Patti Garcia (Town Administrator),

**CALL TO ORDER:** 8:10 am

**CONFLICT OF INTEREST:** None

**APPROVAL OF AGENDA:**

Motion to approve agenda

Moved: Ben Parsons

2<sup>nd</sup>: Jon Slutsky

Approved by all in attendance

**REVIEW MINUTES:**

Motion to approve minutes as amended from Feb 16, 2020 meeting.

Moved: Ben Parsons

2<sup>nd</sup>: Jon Slutsky

Approved by all in attendance.

**INTRODUCTION OF VISITORS – none**

**MEMBER COMMENTS: - None**

**TOWN OF WELLINGTON REPORT – Patti Garcia**

- Town looking at structural damage around town that the storm may have caused. Information from the Planning department will be coming out as to how people should proceed and how the town permits work for removing tree limbs due to storm damage.
- There are a lot of truckers in Wellington due to the highway being closed to the Wyoming border. Hoping to see the highway open back up tonight.
- Comprehensive plan is out and ready for comments. The town has already received several comments.
- Site plan for the round about at highway one was ready to be presented to the board of trustees but CDOT had some concerns with it so it was pulled from the agenda for presentation.
- The Human Bean site has been approved.
- The Dollar store will be coming into Wellington soon.

**MAIN STREET PROGRAM – Kallie Cooper-Report given by Tracey Jensen**

- The Main Street Design Committee is working with the Town of Wellington staff to develop a new Downtown Sign Code to support their new grant program funded through the #ShopWellington

fundraiser. This sign code will be included in the Downtown Master Plan when that process launches later this year. They will be reaching out to businesses and residents to participate in a public engagement survey in April to gauge what types of signs they would like to see in the downtown corridor including material, size, and height. Your participation would be greatly appreciated.

- Sponsorships for the Well-O-Rama Music Festival which will be held on August 7th are available. They have already received Larimer County approval to host the event and tickets will be available for purchase starting May 1<sup>st</sup>. They are hoping to be able to host 250 people in Centennial Park by the date of the event.
- Registration for the Main Street Market is open online on their website. They will host this event every Thursday evening, July - August from 5:30 – 8:30 pm in and around Centennial Park. They have room for 44 vendors, and they are hoping to get a large variety of produce and handmade products sold. They have also received approval for this event from Larimer County.
- Shop local bags will be ready and for sale by next week.

#### **CHAIRMAN REPORT : Kristi Cannon**

- Kristi recognized the following Chamber board members a staff members:
  - Mary McCaffrey will be touring with NOCO magazine show casing the Wellington Businesses for their April edition.
  - Lorilyn Bockelman and her Directory Task Force team for all her work with the Chamber membership directory.
- Strategic planning retreat will be rescheduled. Date TBD-Pre-homework for the retreat is to have all board members read the book "From Good to Great" James Collins
- Summary from survey will be sent out to our members.
- Kristi would like to form a short summary Task Force group that can immediately relay proactive communication and an action plan to leverage strengths and to close gaps on the feedback that came back from the survey.  
Kristi asked for volunteers for the Task Force team. Kristi will circle back around in the next week to form the task force group.
- Educational Initiative update: We still have \$7K of funding that the town rolled over for this year. Four businesses in Wellington have already gone through this program. We need to market this program and find 5 or 6 more businesses to participate. Mary M suggested that we offer the program to the businesses that have already taken the class to see if they want to take another one in a different field. Kristi also suggested we advertise and use testimonials from our members that have already taken the course so we can put on our website. Mary Council suggested incorporating this into our survey feedback which might interest a different audience.
- Tracey Jensen presented the idea of using the application "Slack" as a means of communication with the board. Tracey will do a short presentation later in the meeting about the app.

#### **Administrator report- Mary McCaffrey**

- Task Force has not met for a while. Plan to start back up sometime in April. Mary will send out a calendar invite.
- Total member as of this morning we are at 137 compared to last year at 155. 19 new members as of today.
- Working to update all marketing material with our new logo.
- Working with Kacy to give website a fresh look. All Wow and Breakfast meetings are being recorded and uploaded to website.
- NOCO magazine coming this afternoon for interviews and filming.
- Met with Kaycee from Boys and Girls club and with Principal of middle school about Eagles after hours and the Boys and Girls Club newly formed partnership.
- Mary and Kristi meeting with Chamber Masters for possible new CRM program for Chamber.

## Tracey Jensen-Co-Chair

- Tracey gave a presentation on the Slack application. Slack is an application that give access to real-time conversations with co-workers/the board. Unlike email, where email messages are weighted alike, it's easy to grab a specific someone's attention with a notification when you need a quick response. Tracey felt this would be a great way to communicate with the board or committees. Tracey would like for us to go into the application and get a feel for it before the next board meeting. Go to: <https://slack.com/features>

## Committee Reports:

### By-Laws Committee- Mary Council

- The By-laws Committee has been working on updating the current by-laws. One of the By-laws that the committee is asking for board input is on Article X which currently reads:

### Section 1: Revisions

These bylaws may be amended or altered by a two-third (2/3) vote of the Board of Directors, or by a majority of the members at any regular or special meeting, providing the notice for the meeting includes the proposals for amendments. Any proposed amendments or alterations shall be provided to the Board and the members in the notice, at least ten (10) days in advance of the meeting at which they are to be acted upon.

There is a division/disagreement amongst the By-Laws committee as to whether members should be required to approve our amendments or as a board with proper notice, we can amend as a board. We had a lot of discussion as a board on this subject. Mary Council will present again at next months meeting due to several board members not present today.

### Reorganization Task Force-Anita Hardy

No report

### TREASURER'S REPORT/FINANCE and BUDGET COMMITTEE- Katie Whitman

- No report-Not in attendance

### Directory: Lorilyn Bockelman-

- No report-not in attendance

### COMMUNITY DEVELOPMENT AND ACTIVITIES-Jason Bustos

- No report- not in attendance

### BUSINESS DEVELOPMENT : Ben Parsons

MEMBERSHIP COMMITTEE – Linda Kinzli-Mary gave report – See Admins notes

MEETING ADJOURNED @ 9:45 a.m.



#### BOARD OF DIRECTORS:

Chair: Kristi Cannon – Past Chair: Jon Slutsky – Chair-Elect: Tracey Jensen – Treasurer: Katie Whitman  
Chair, Community Events Committee: Jason Bustos – Chair, Business Development Committee: Ben Parsons – Chair, By Laws Committee: Mary Council  
Chair, Business After Hours & Annual Dinner Committee: Linda Kinzli – Chair, Women Of Wellington: Anita Hardy  
Board Member: Jami Sterkel – Board Member: Ashlee Lease – Board Member: Lisa Christopherson

