



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, October 15, 2019 at 8:00 a.m.

1st National Bank, basement: 4100 Harrison Avenue, Wellington CO

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

BOARD MEMBERS NOT IN ATTENDANCE: Katie Whitman and Liaison Ed Cannon (Town of Wellington's Administrator)

OTHERS IN ATTENDANCE: Kacy Lobato (Executive Administrator), Michelle Vance (Town of Wellington's Economic Development Director), Kallie Cooper (Executive Director of Wellington Colorado Main Streets Program), Mary McCaffrey and Jami Sterkel

CALL TO ORDER at 8:04 a.m.

APPROVAL OF AGENDA

Motion: Approve October 15th, 2019 agenda as presented.

Move: Steve Vessey

Second: Mary Council

Vote: Approved by all Board Members present

REVIEW MINUTES from September 17th, 2019 Chamber Board Meeting. Approved as edited.

INTRODUCTION OF VISITORS Jami Sterkel and Mary McCaffrey.

TOWN OF WELLINGTON – Ed Cannon, Town Administrator not present. Report given by Michelle Vance.

- Report of the light industrial progress within the Bonfire Industrial Park.
- Recap of State Economic Development Council Conference was provided.
- Status report provided on the pending (MOU) between the Town and Chamber for ScaleUp Smart Program.
- Status update on the Comprehensive Plan, which is currently in the data collecting stages.
- Status update on commercial development south of Ridley's Family Markets was provided. Planning Commission has approved the site plan of four commercial development sites within the 60,000 sq. ft. project that will be build in multiple stages by FR Contractor.

MAIN STREETS PROGRAM – Kallie Cooper (Executive Director of Wellington Colorado Main Streets Program)

- Approval of DOLA Mini Grant to fund downtown crosswalks, upon approval from CDOT.
- Economic Vitality Committee updating boundaries and will present at 2019 Annual Dinner.
- Planning of Strategic Planning Session with DOLA in January 2020 in regards the a 3-5 year work plan.
- Board of Directors Elections in November 2019 to fill one open seat. Interested candidates contact Brian Graves. Board Election will be held the night of the Annual Dinner.
- Announcement of the collaboration between Main Street and Mantooth Marketing to refocus downtown events on a

regular basis.

- Business Surveys will take place Tuesday, October 15th of downtown businesses by Kallie and Michelle Vance.
- Status update of new office is pending.

CHAIR REPORT – Jon Slutsky

- The process of recruiting, nominating and electing Board members was discussed.
- Chair, Chair-Elect and Treasurer, Jon Slutsky, Kristi Cannon and Katie Whitman have all agreed to submit their names to Nominating Committee Chair, Tracey Jensen, for 2020 Board Officers.
- Committee Chairs will be contacted by Jon Slutsky in regards to protocols of committee members to reduce volunteer overlap.

STRATEGIC PLAN – Kristi Cannon, Chair-Elect

- Recap of Strategic Planning Session, with Fort Collins Chamber of Commerce's Vice Chair, Ann Hutchison was provided, and the resulting 5 Objectives were discussed with the Board. A follow-up meeting is scheduled on March 17th, 2020 at 8:00 am, First National Bank.

ADMINISTRATIVE REPORT – Kacy Lobato, Chamber Executive Administrator

- Executive Administrator Report was provided within Board Packets and reviewed.
- Committee Chairs will need to send their 2019 accomplishments to Kacy by November 1st, 2019 to be included in the Chamber's 2019 Annual Report.

TREASURER'S REPORT / FINANCE COMMITTEE – Katie Whitman not present. No report given.

- Financials are now provided to Board members via email with agendas prior to monthly Board meetings.

ANNUAL MEETING REVIEW – Linda Kinzli

- Board discussed recap of Annual Gala and financial reports were provided with previous year comparisons.
- Committee is seeking additional volunteers.

COMMITTEE REPORTS

- **Community Events Committee – Brian Graves**
 - Halloween Day, Thursday, October 31st - Trick-or-Treat Down Main Street & Beyond and Costume Contest. Trick-or-Treating: 4-5:30 pm (South of 1st Street, 6th Street and Cleveland Avenue). Costume Contest: 5:30 pm at Centennial Park. Volunteers are needed to pass out candy from 4-5:30 pm.
 - Saturday, November 9th – Veteran's Day Celebration with Pancake Breakfast at Wellington's Fire Department at 9 am.
 - Saturday, November 30th – Shop Small Saturday
 - Saturday, December 7th – Chili Cook-Off Contest at Wellington Fire Department prior to Parade of Lights on Cleveland Avenue. Craft Fair at Eyestone Elementary.
 - Volunteers are needed for combined parade float with Main Street & Chamber.
 - Undetermined: Tree Lighting Ceremony at Wellington Public Library.
- **Ambassador Committee – Rick Freeman not present. Report given by Steve Vessey.**
 - Clarification was made regarding the direction of the committee, focusing on existing new members and retention of all new members.
 - Recap of Ambassador meeting with Michelle Vance was made. Next meeting will be held Tuesday, October 15th at 4 pm with Sage Homes.
 - A Sub-Ambassador Committee is needed to assure high number of attendance at all Chamber events.
 - Additional ideas were discussed on how to improve attendance through marketing.
- **Business Development Committee – Ben Parsons**
 - Networking & Business Breakfasts
 - Tuesday, November 5th – Kathy Jordan (Crossroads Safehouse Services)
 - Tuesday, December 3rd – Angela Myers (Larimer County Clerk & Recorder)
 - No meeting in January, due to the New Years Holiday
 - (WOW) Women of Wellington – Kristi Cannon
 - Wednesday, October 16th – Kristin Candella (Generosity Week with Habitat for Humanity)

- Wednesday, November 20th – Karen Fournier (Creating Content for Video Marketing)
 - Wednesday, December 18th – Holiday Celebration without guest speaker
 - Announcement of the \$200 Grant from Thrivent Action Team was made to cover expenses.
- Membership Committee – Heidi Cross
 - Board compared local surrounding investment dues of other Chambers.
 - An increase of membership dues by \$25 was suggested for 2020. Board decided to maintain current investment levels for 2020.
 - The suggestion of offering a naming right sponsorship of the Chamber's office building was mentioned and dismissed.

MEETING ADJOURNED at 10:02 a.m.