

**Summit County Chamber of Commerce Executive Board Meeting MINUTES**  
**UNITE \* LEAD \* SUPPORT**

**Date:** February 10, 2021 **8:30 a.m. – 10:30 a.m.**

**Location:** Virtual Meeting Via Zoom (See details in email)

**Mission:** To ensure business success for our members and foster community wide economic vitality by providing resources, educational opportunities, and business connections. We unite key stakeholders. We lead with a clear vision of the future. And we support collaborative efforts throughout the community.

**Vision:** to be the driving force behind the success of all Summit County businesses.

**Attendance:**

Kerstin	Anderson	Dillon		Laura	Lyman	Breck
Tim	Applegate	Silverthorne		Mark	Mathews	Keystone Neighbourhood CO
Allen	Bacher	Breck		Blair	McGary	ED
Doug	Berg	President		Mark	McManis	Treasurer
Del	Bush	Breck		Corry	Mihm	SIBA
Lindsey	Cotton	Secretary, Dillon		Mark	Nunn	Past Pres. - Frisco
Ian	Donovan	Frisco		Sheri	Paul	
Miranda	Fisher	VP, Breck		Tony	Pestello	Immediate Past Pres.
Nora	Gilbertson	Frisco		Peter	Siegel	CMRA
Lori	Gleason	Exit 205		Peyton	Rogers	Breckenridge
Kristylee	Gogolen			Cheri	Ryan	Membership Director
Mike	Kurth	Finance		Catherine	Schaaf	At Large
Bruce	Horii	Breck		Nell	Wareham	Exec Comm. at Large
Elisabeth	Lawrence	ALL				

**Call to order 8:30 a.m.**

Announcement: Miranda Fisher announced that she will be leaving the Summit Chamber Board and her position at Always Mountain Time. Miranda is moving to Northern Michigan.

Fisher: Thank you, it's been an honor serving as the VP for the Summit Chamber. Keep in touch, I'll be back for a visit this summer.

**Proxy's:**

Allen Bacher to Mark McManis when AB leaves the call

**1) Approval of minutes – Attached**

Motion to approve by Bacher

Seconded by Nunn

**2) Financials – Attached (5 minutes)**

Kurth update:

- a) Membership is tracking to budget
- b) Received CO Gap grant funds of \$15,000 – rolled into January 2021
- c) Distributed Innovation grant funds from Summit County Government

Motion to approve by Nunn

Seconded by Siegel

**3) Membership Update – Attached (10 minutes)**

- a) Retention Plan/Membership Committee

ED Update:

- 1) Invoicing
  - a) \$1650 membership dues for January
  - b) \$2200 in membership dues for February
- 2) March is our largest membership renewal of the year, 50% of the membership is billed
- 3) 3 New Members and 378 total members
  - a) Homewood Suites \$1000 level
  - b) Zen Business
  - c) Dusty Stevenson Marketing Consultant
- 4) City Market will come in at the \$1000 tiered membership level in the next month

Discussion:

Sheri Paul: Why do we have so many membership renewals in March?

ED: A few years back we moved to a rolling membership, rather than billing everyone in March, as had been the case.

We bill about 150 members in March.

- a) Last year we adopted a membership retention plan. Part of that plan includes Board members reaching out to new members and touching base after a month or two.
- b) Membership Committee
- c) ED envisions smaller membership committees within the chapters, but leaders from our board/organization driving the membership
- d) Asking for interest from the board to participate in a membership committee
  - Bacher, Gogolen, Gleason, Paul, Andersen all expressed interested in the proposed Membership Committee

Horii: Will this committee have cross representation of all the municipalities/chapters? A suggestion for other communities

ED: The goal is to identify folks at the Chapter level to step up and work with the larger board committee, to unite together.

#### 1) Admin (15 minutes)

- a) Staff Update: Cheri Ryan
- 2) Cheri is still recovering and will not be able to return by 3/1.
- 3) Currently paying \$3000 on a month-to-month basis.
- 4) Staffing Proposal:
  - (a) -Continue to pay Cheri Ryan for the month of February
  - (b) -Bring on Angelique Lochridge at 20 hours per week, \$40 per hour, on a month to month basis.
  - (c) -Have the ability to bring Cheri back on for limited hours/10 per week
  - (d) -Discuss arrangement month to month, the intention is to hold the position and revisit in June/July

#### 5) Discussion (10 minutes)

Applegate makes the motion to continue to pay Cheri Ryan for the month of February. The Summit Chamber will bring Angelique on as a contractor, at \$40 per hour, 20 hours per week, on motion month to month basis.

Motion seconded by Bacher.

#### Board Updates

- a) President Berg: Vacancy to fill on the Executive Board and Executive Vice President
  1. Executive Board nominations: Lori Gleason and Laura Lyman – voted newest member of the executive committee
  2. President Berg Chat to Vote
  3. Laura Lyman voted onto the Executive Committee
- b) President Berg: Vacancy and nomination for the Executive Vice President
  1. Nell Wareham and Ian Donovan nominated
  2. President Berg chat to vote

3. Nell Wareham named the new Executive Vice President

**4) Old Business (20 minutes)**

a) COVID updates

2) Childcare Update – Catherine Schaff

(a) Summit Chamber Co-hosting conversation with Nicole Reel, Childcare Workforce and the Economy, February 11th Noon via Zoom

(2) Pre-K tuition credits applications open in March

(3) Vaccinations will begin for childcare workers this coming weekend

(4) Distributing emergency relief funding to local families – tuition relief due to job loss or childcare closures

(5) ED: Almost 40 people registered for the webinar. Well received.

ii) 5 Star Program

(1) Applegate: public meeting at 10:30 a.m. today with SCPH

iii) Dial Updates: ED

(1) New criteria, increased capacity to 50% for 5 Star Businesses

(2) Based on a 7-day rolling average, rather than a 14-day rolling average

(3) Commissioner Lawrence:

(a) Another iteration of the dial is coming. The CO hospital system is not stressed. The state felt comfortable opening up and raising capacity limits.

(4) Siegel: clarification on capacity restrictions, 4 major changes in capacity restrictions

iv) Innovation Grants: ED

(1) Thank you to Summit Bookkeeping for facilitating the grants.

(2) Thank you to Summit County government and Commissioner Lawrence

(3) Bob Starekow letter

(4) Commissioner Lawrence: Thank you to the Chamber, we couldn't do this without you.

b) Employment Law Webinar – January 29, 2021

i) 50 people on the call and positive feedback

ii) Sheri Paul: Suggested to use programming like this to recruit new members.

a) PPP Eligibility

i) Lyman: We looked at all of the options and unfortunately the Chamber is not eligible for the PPP loan. I can provide more details on request.

ii) Commissioner Lawrence: Clarified that the Chamber is a 501C6

iii) ED: Still in the process of exploring 501C3 status

(1) \$3000 for a lawyer fee to move forward

(2) ED is currently taking a course on 'starting a non-profit' and the advice was to find a lawyer for the 501C3.

Discussion:

(3) McMantis: If we did have employees we could have applied for the PPP

(4) Mihm: Summit Prosperity Innovative is the driving force behind the Chamber exploring a 501c3

(5) Past President Pestello: Agrees with Mihm, this could be a great opportunity

**5) New Business (15 minutes)**

a) Board Structure: ED

i) Former board member Mike Spry requests a review of overall board structure, long term success and succession planning

ii) ED recommendation: validly to taking a look at this, request to form a nomination committee:

(1) Review the overall board structure

(2) Makes a proposal to the overall board in late summer in preparation for the fall elections

(3) Make sure the business community is well represented

(4) Well worth our time for future success of our organization

- iii) Kristylee Lee: Is Spry suggesting that our board should be more diverse?
  - iv) ED: Spry expressed concern that not all board members hold authority on hiring/firing and profit and loss for their companies. Spry also expressed concerns with the towns and medias having a guaranteed seat on the board.
  - v) Wareham: Providing further history, we made some strides with the restaurant, hotel industry in recent years
  - vi) Siegel: This conversation should dovetail where is the Chamber going, future goals, 5 years, 10 years
    - (a) Review of the board structure should align with these goals
  - vii) Applegate: Great conversation, making sure we are a Summit County business association, with business owners on the board.
  - viii) Mihm: Realistic on what we want to bite off, strategic plan, board compensation and turnover is part of that discussion.
  - ix) Horii: Suggestion for a board retreat in the future, a good time to revisit the strategic plan, board structure, a periodic look at the future of the Chamber and our goals
  - x) Nunn: We have had two retreats in the past
  - xi) Ultimately decided that it would be further discussed at the Executive Board and recommendations would be made to the Board.
- b) Educational Workshop Opportunity
- i) ED: Laurie Moroco, offering the Chamber a 4-6 week course on performance and leadership.
  - ii) ED asks the Chamber for \$2500 for up to 50 participants.
  - iii) Discussion:
  - iv) Bacher: Deliverables and Expectations? What are the benefits and is the timing appropriate?
  - v) ED: We have not set a time or date
  - vi) Siegel: Are these courses desirable, how many participants?
    - (a) Comment: This is a distinction between 501C3 or 501C6
  - vii) Nunn: Question the timing, not prepared to make a vote today, also not in the budget
  - viii) Sheri Paul: Liked the forward thinking to 2021/22, my experience Summit County business owners are not sophisticated with high level coaching
  - ix) Nora Gilberston: The town of Frisco has had a difficult time gaining interest in these types of opportunities
  - x) Mihm: Through SPI, we have branded Summit Biz – co starters rebuild, biweekly meet ups, periodical educational workshops. Recommends inviting Laurie into the SPI discussions. Dove tailing, adding value and not stepping on each other.
  - xi) ED: Recommends taking this to the SPI level and continuing the discussion with SPI

## 6) Committee Updates (20 minutes)

- a) Budget Committee: Bacher
  - i) We need to look ahead to replace event revenue
  - ii) Investments are performing well
  - iii) Kurth: \$15,000 Innovation grant is helping the cashflow. We will need to review the budget in April 2021 following March membership invoicing
- b) Legislative Affairs Committee – nothing to report
  - i) Excel Energy
- c) Summit Prosperity Initiative
  - i) Economic Impact Dashboard (<https://covid19.gunnisoncounty.org/updates/gunnison-valley-economic-recovery-dashboard/>)
    - (1) Mihm: Economic impact surveys will continue for Q1. The survey will be distributed next week
    - (2) SPI received 150-250 responses for each of the previous three surveys. The more feedback, the better the impact and results.
    - (3) Two additional opportunities:

- (a) December – SPI and the Chamber applied for the DOLA Tech Assistance Grant. Will send updated timeline for application process. Interest in working with Park and Lake Counties. Still waiting on funding answers from the EDA.
- (b) Joint budget committee- Federal Economic development and trade ear marking 1.5 million for economic development organizations around the station. Invited to participate in a follow up call advising JBC on how to utilize and distribute funds.
- d) Scholarship Committee – Deadline March 17, 2021
  - i) 8 applications received, \$1000 to reward
  - ii) Breck Chapter will award 3 scholarships
  - iii) Summit Chamber will award 5 scholarships
  - iv) Looking for volunteers to review applications, Commissioner Elisabeth Lawrence, Allen Bacher and Catherine Schaaf

**7) Commissioner’s Report – Elisabeth Lawrence (10 minutes)**

- a) State legislation session starts next week
  - i) BOCC are against the 217 police integrity bill, this will bankrupt our local government
  - ii) The county recently purchased Body cams for the Sheriffs department as part of this bill
- b) Hazmat Bill: meeting with state rep McClusky on Friday before the session
- c) Mental Health Funding: will continue mental health funding
- d) Prohibit Commissioners to become the Public Health Director
- e) COVID Testing
  - i) Important to keep testing. Make sure employees are not coming to work sick. Last week, Summit County reported the largest number of outbreaks since COVID started.
- f) 5 Star: Several businesses not complying with the rules. Large number of outbreaks related to restaurants
- g) Ski Areas: Will ski areas be expected to design summer operating plans – wedding and events? Our community needs to be planning ahead for the upcoming tourism season. Weddings are a large economic revenue booster to our tourist community.
- h) Vaccines: Summit County is the leader in the state, but vaccines will be limited moving forward.

**8) Chapter Updates (15 minutes)**

- a) Breck Chapter: Lyman
  - (1) Chat update: We had our last Breck Chapter meeting on Jan 20. We had 9 people attend the meeting. We discussed new membership, new businesses in town, financials, COVID Innovation Grant (thank you Elizabeth), and scholarship offerings. We are looking for anyone interested in chair position for a couple of our committees such as volunteer, social media, and new memberships... We are also in need of someone interested in taking the torch for the Leads group. We are actively working on the Al Chaffee Memorial Scholarship presented by the Breck Chapter of the Summit Chamber. Looking forward to our next Chapter Leadership meeting as they have provided great direction, knowledge and expectations. Our next Breck Chapter meeting is next Wednesday 2.17 at 12:00 via zoom. Thank you for the opportunity to be even more involved with the Chamber this morning, I look forward to it. Have a great day everyone.
- b) Exit 205: Gleason
  - i) Gleason: Exit 205 met on February 9th. The 5 Star meeting is coming up today after this call. Also discussed updating directories.
- c) Frisco Chapter: Paul
  - i) Met on February, 5<sup>th</sup>. Discussed scholarships, 7 applications in total, Frisco BBQ and events moving forward.
- d) Copper Mountain: Siegel
  - i) Finding the balance between business health and public health
  - ii) Pushing all Copper businesses to be at the 5 star level
  - iii) Grocery Gift card program
  - iv) Food pantry drive this weekend
- e) Keystone Neighborhood Company: Mathews

- i) Meeting with the resort and merchants to create a tentative summer plan. Keystone Events plans to host signature festivals but downsize the event to no more than 500 people for a gathering. Emphasis on dining and retail.
- ii) Restaurant Line opening this weekend
- iii) Warren Station: Seeing demand for events in a controlled environment, conservative on numbers and staying below county levels.

**9) Upcoming Virtual Events**

- a) 5 Star Program Town Hall – Wednesday, February 10 at 10:30 a.m.
- b) Childcare, the Workforce and the Economy – Thursday, February 11 at 12:00 p.m.

**10) Town Updates (10 minutes)**

- a) Breckenridge: Rogers
  - i) Council: no decisions have been made on events, need to collect more data. Survey coming. Concern about events being stacked up on one another this coming fall.
  - ii) Occupancy:
    - 1) Spring break is pacing above last year
    - 2) January 2021 8% down from last year
    - 3) Presidents Weekend pacing at 80% occupancy
  - iii) BTO Community Update: Friday 9:30 a.m. Feb 12<sup>th</sup>
- b) Copper
- c) Dillon
- d) Frisco: Gilberson:
  - 1) Work force housing
  - 2) Expanding the Frisco Business Grant program
  - 3) Upcoming conversation on events February 23rd
- e) Silverthorne: Gleason
  - i) First Friday: Rail Jam, Valentines Comedy

Adjournment: 10:35 a.m. by Mark Nunn

Attachments:

- Agenda
- Financials
- Minutes from last board meeting
- Membership Report
- Bobby Starekow Email
- Staffing Proposal
- Talking points for Membership Calls
- Staffing Proposal

Minutes:

Lindsey Cotton  
 Executive Board Secretary  
 2/20/2021