**Summit County Chamber of Commerce Executive Board Meeting Minutes**

**UNITE \* LEAD \* SUPPORT**

**Date**: December 9, 2020 **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:**

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

**Proxies:**

**Elisabeth Lawrence to Miranda Fisher**

**Nell Wareham to Lindsey Cotton (9:15 am)**

Welcome to Kristylee and Sheri Paul with brief introductions.

1. **Approval of minutes –***Al Bacher motioned to approve the minutes Lori Gleason seconded the motion, passing unanimously.*
2. **Financials**– Membership above budget $1900 Investment about $14K above budget as well. Regular expenses below budget. Should net about $55K from COO. Looking to break even. Peter Seigel asked about separate budgets. All Events have their own budget. With Chamber Admin, anything that is not related to fundraising gets charged to that budget and they all total to the main budget. *Miranda Fisher motioned to approve the financials as presented, Peter Seigel seconded passing unanimously.*
3. **Membership Update** – As we move into 2021 we will be rolling out the new tiered membership. The plan is to reach out to the monthly renewals and offer the opportunity to discuss an upgrade in membership and if not, they will be enrolled in the base level of $250. October we had 3 new members and only dropped 2. In November we had 7 new members and staff is working on cleaning up AR and dropped members. We have one new member for December and will be invoicing approximately $1800 for January renewals.

Al Bacher asked a couple of questions around dropped members, specifically Lowe’s and Hampton Inn and Suites.

Sheri Paul asked a question around total membership numbers vs. the total amount of businesses in Summit County and what percentage of businesses that represents. Total of 2400 businesses in Summit County and the Chamber currently has 376 businesses. Tony Pestello commented that the membership number is down from past years. Conversation around how to identify and attract new members. Mark Nunn commented that in 2005 there were 670 members, but could have been a result of a messy database. This is also a time when the Chamber had a physical location and a team of staff working on Chamber goals.

1. **New Business** 
   1. Executive Board Elections – Current Exec Board is interested in staying on. Doug, President; Miranda president elect; Mark McManis, treasurer, Lindsey Cotton, secretary, Nell Wareham, member at large, Ian Donovan, Chapter Liason; *Peter Siegel nominates the seated EC, Peyton seconded passing unanimously*
   2. Save Our Season Campaign - <https://saveourseason.org/> Grassroots campaign, local realtor started this and it has spread around the region. The Chamber has agreed to be the past through financially. Any money raised will go toward the costs of marketing materials. If there is any excess funds those will go toward FIRC to support our community. o
   3. Business Innovation Grants- County reached out to the Chamber saying they had some money that they would like to distribute to local businesses. $100K has been secured. Working on a MOU where the county will give that $100K to the Chamber to be distributed to businesses. Sheri Paul, Kerstin Anderson, Tony Pestello, Kristylee Francis, Laura Lyman, Peter Siegel will all be a part of the group. Blair will come up with questions. This is moving fast, the money will go out in the next 2 weeks.
   4. SIBA Campaign – Conducted a campaign with Always Mountain Time and Krystal Media. Had 8 businesses participate with Krystal. It was $500 investment for the Chamber which should be about $1/ad.
2. **Old Business**
   1. COVID updates-
      1. Childcare Update – Catherine: Up and going and considered essential. Met with Nicole from Epic and trying to plan a forum to discuss family friendly work place and childcare co-op with the new facility being built in Silverthorne. Offering ½ day instruction
      2. 5 Star State Certification Program – If a business completes the 5 star program it gives them the opportunity to move up a level on the dial. For example, from red to orange. Blair sent a letter of support to the county commissioners, out there advocating for our local businesses. Concerns: Messaging – if Dillon DAM has this designation and Red Mountain doesn’t what does that look like to our visitors? Restaurants are concerned with the 10 ft of spacing between tables as opposed to 6 ft. Tim Applegate will sit on the committee to represent restaurants. A real concern is losing Christmas business. We could lose a lot of our local restaurants.
   2. Website Launched Still a work in progress [summitchamber.org](https://www.summitchamber.org/)
   3. Energize CO Gap Fund - We did receive a $15K grant from the Energize Gap Fund. This money will go toward next years budget. With this grant we have a $3700 surplus at this point.
3. **Committee Updates** 
   * 1. Budget Committee – At the end of the 2019 when Judi LaPoint retired a scholarship was created in her name and with this new money we would like to add the $1200 for Judi’s scholarship back in the budget. Mark McManis suggested we do not need to modify the budget; we just vote to approve it. Tony suggested we put it in the budget so we don’t forget it. Discussion followed surrounding the process of “changing the budget” and adding in and taking out dollars. ***Al Bacher motioned to add in the $15K grant, including the $1200 for Judi’s scholarship, Mark Nunn seconded. Mark McManis opposed. Motion carries***. Peter Siegel suggested that moving forward in 2021 we do not adjust the budget.
     2. Legislative Affairs Committee
     3. BBQ Festival - Request made to Legislative Affairs Committee to Town of Frisco to support the BBQ festival. Committee has suggested we support keeping the BBQ festival. The motion now comes to the board***. Mark McManis motioned that we support keeping the BBQ festival. Mark Nunn seconded, motion carries.***
     4. Dillon Ice Castles – Town of Dillon requested that the Chamber formally support Ice Castles moving forward with a long-term contract between the Town of Dillon and the Ice Castles. So the Ise Castles will be returning for a number of years. It went to the legislative affairs committee and did receive support, so brought to the board.

Peter Seigel asks what it specifically means to support the Ice Castles. Sheri Paul explained the request for feedback from the Town and the concerns from citizens. Peter followed up by asking how that involves the Summit Chamber. Kerstin Anderson recused herself from voting, but added that Council has struggled to understand the economic impact of the ice castles and how that extends past the boundaries of Dillon proper. Mark Nunn does not agree with supporting in perpetuity and Kerstin clarifies that the language would not be “in perpetuity”.

Lori Gleason motioned to support the Ice Castles from the Chamber standpoint, Sheri Paul seconded, motion caries. Kerstin Anderson abstained from voting as conflict of interest. Support of the Ice Castles passed.

Bruce Horii asked why events are going to the Legislative Affairs committee and asks why we bring some to the table and not others. Questions what the long-term protocol looks like for the Chamber. Because these decisions are being made at the Town Council levels, that per the Chamber policies, the most proper channel to show support is through the Legislative Affairs Committee.

The motion passed unanimously with Kerstin Anderson abstaining from the vote.

* + 1. Special Session Updates – The board and the Legislative Affairs committee was invited to talk with Julie McCluskie before the special session so that Julie could hear the voice from the Chamber and local businesses.
    2. Summit Prosperity Initiative
       1. Sustainable Funding through tiered membership – SPI has done an incredible job obtaining funds. They took our $5K and have secured about $100K in grants. We would like to add an option for new members to contribute to SPI, in addition to their membership. This money would not take from Chamber dollars, but this is a good starting point. 3rd wave of economic impact survey. March – Mar: June-August: and Sept – Dec. December is the 2nd busiest revenue generating month, so we wanted to get that out. $106M dollar loss anticipated for these recent months. CoStarters graduation was fantastic and the Chamber got a lot of props. Presentation from Alex and the consulting group this week. Additionally, the Town of Breck supported SPI with additional $1K. TOS declined to support. Freeport increased their grant for operational funds and contributed another $5K. All the new surveys will be available will be on the website, and Blair will get this out to the board as well as social. Sheri Paul: Will a survey go out the 1st of the year. Corry: Uncertain at this point
       2. Co.Starters – second Cohort just wrapped
    3. COO Committee Gift Baskets – Exec Comm asked for $750 for the COO Baskets, in the past we have done $500. How can we make this COVID friendly and support the COO staff? Several suggestions were made regarding making donations to FIRC or offering the COO a gift certificate. Bruce suggested we also publicize this letting everyone know what we are doing, but also a public thanks. Peter motioned that we have $750 approved for COO Baskets. Second by Ian and Peyton. Blair will reach out to COO’s to see where they want their $125 donated, and we will have a zoom call to thank them all.

1. **Commissioner’s Report – Elisabeth Lawrence –** Elisabeth was not on the call.Tune in tomorrow at 10 am for a Town Hall meeting. Exploring forming the committee for the 5-star program.
2. **Chapter Updates (20 minutes)**
   1. Breck Chapter - Next meeting is Weds the 16th. In regards to the lead group, Robin has been hosting these and needs to back off.
   2. Exit 205 – Moving along, still have the lunch debt campaign. Doug suggested that a separate line item remains. Lori would like to recognize Jen Harris as a member of the Chamber.
   3. Frisco Chapter – Reducing scholarship from 2, $500 to 1 $500 due to the current economic situation.
   4. Copper Mountain – Grocery gift cards for the community. Gift cards will be handed out to Copper employees “in need”. Employees need to call the office and let them know they are in need.
   5. Keystone Neighborhood Company
   6. Chapter Leadership Team – We’ve had our 1st meeting and working on the 2nd meeting, allowing our chapters to work together while maintaining their autonomy.
3. **Town Updates (15 minutes)**
   1. Breckenridge -Town Council meeting last night, link provided as it includes info about the 5 star program as well as covid. The Post office is struggling with long lines, concerns for safety. Police department is working with the post master. Council will put a letter together to the governor about the restaurant. Dec 22nd is a special meeting. John Buhler did an update on the resort. Concern about lack of snow. Focusing on what they an do to not close down at all this weekend. BTO Update: No outreach marketing being done. Intent to travel dropped down to 46%, but the intent to travel in the future looks good. Voucher program expires this Sunday.
   2. Copper – see above
   3. Dillon – Kerstin dropped off call
   4. Frisco – Nora not on call
   5. Silverthorne – 12 days of dining. 20% off the bill at certain locations. Had Santa in a bubble and doing bands in a bubble, continuing with first Fridays.

Attachments:

Agenda

Financials

Minutes from last 2 board meetings

Membership Update

Letter to BOCC in support of 5 Star Certification Program

Chapter Document

<https://drive.google.com/drive/folders/0B0jdkEIivU0vUE1ZV0ttWk41MFE?usp=sharing>