

MINUTES CHAMBER MEETING

April 21, 2010
Noon
Strasburg KOA

The monthly meeting of the I-70 Corridor Chamber of Commerce was called to order at 12:05 p.m. by Chamber President-Elect, Chris Deverell.

The following Board Members were present:

Lois Buckman	Fay Chase	Chris Deverell
Gary Duke	Tina Lewis	Chris Pastori
Lindsay Wheaton		

The following Board Members were absent:

Bonnie Damschen	Al Holcomb	John Knight
Becky Mogensen	Jenna Workman	

Guests attending were:

Aaron Rotkovich	Lead Valley Range
Glenn Rotkovich	Lead Valley Range
Connie Moos	Guaranty Bank and Trust
Kim Iverson	Look East Realty
Ivy Fischer	Valley Bank & Trust
Chuck Franceschi	Primerica Financial Services
Matthew Reay	Reay Engineering
Lisa Mehring	I-70 Scout
Ronny Marshall	AmericaHomeKey
Jose Rocha	Bennett Recreation District
Kirk Holwell	Colorado First National Bank
Terry Robinson	Comfort Guy Inc.
Jim Dyer	Arapahoe County
Nate Cooper	Farm Bureau Insurance
Mike LeClair	IREA
Gregg Roberts	High Plains bank
Claire Endicott	Byers Community Association
Justin Holden	Byers Community Association
Terrye Hoffman	Prairie Skies Technical Services
Frank Doyle	High Five Plains Foundation
Grider Lee	Town of Bennett

Board Secretary, Lois Buckman, took Minutes. A quorum was present.

Hearing of Interested Parties:

The Minutes of the March 17, 2010 Board Meeting were submitted for approval. Motion was made by Chris Pastori and seconded by Glenn Rotkovich to approve the Minutes as written. The motion was carried by voice vote.

Secretary's Report.

New Businesses/Individuals Included:

Farm Bureau Insurance
Vet Tech Visits
Firehouse Youth Center, Inc.
AmericaHomeKey, Inc.

Membership Renewals received in March included:

Reay Engineering
Western Hardware

A motion was made by Chris Pastori and seconded by Ivy Fischer to accept the March new members and March renewal members. The motion was carried by voice vote.

Treasurer's Report

Fay Chase reported that financial reports are available for review at the meeting and will be forwarded via email upon request to interested members.

Customer Service Award

The March Chamber Customer Service Reward recognizing outstanding service was awarded to Dr. Jodie Vetter of the Strasburg Veterinary Clinic. Chamber Bucks will be presented to her at a future date.

Old Business:

- a. Summer in the Country: Chris Pastori addressed the Summer in the Country corridor-wide event to be held on Saturday, June 5th. Bingo card squares with your business name are designed to get customers to visit your business. These will be available for purchase by Chamber Businesses soon. This is a corridor-wide event. The planning committee would like to have some form of entertainment available in each town during the event. Any ideas and suggestions are welcome and should be addressed to Chris Pastori.
- b. Home Based Businesses: Chris Deverell spoke about the Chamber After Hours event hosted by home based businesses that we had hoped to have this month, however, it could not be organized as quickly as we wanted. Growing and supporting this segment of the Chamber is still something that we want to put more effort into. We hope to put an event together this fall. We would also like to see participation of all home based businesses at our Summer in the Country event. Locations to set up booths or tables will be available in each town along the Corridor. It's a great opportunity to market your business.
- c. Chris also spoke about offering display ads for sale on the Chamber website. At present we offer Chamber members the ability to provide a link to their own website off of the Chamber Member Directory and hope that Members in turn will display a link back to the Chamber on their own website. The funds collected for displaying a business member's link are allocated toward upgrades to the website. As website upgrades are made, the charge for displaying a link will hopefully be eliminated.
- d. Chris stated that the procedure for redeeming Chambers Bucks is being finalized.
- e. Fay Chase gave an update on the Raceway Rooms. Drivers and employees will call Fay and she will match them up to hosts that have responded to our advertisements for rooms to rent. Fay will then donate a portion of the proceeds from the rooms to the Chamber.

New Business:

a. Chamber Website Enhancements: Chris announced that website enhancements had been approved by the Board of Directors and would be taking place over the next few months. The enhancements will include an integrated membership database that will reduce duplication of efforts and allow easier tracking of memberships and renewals as well as seamless communication between the Chamber and Members. These enhancements will also pave the way for the Chamber to start selling display ads on the website.

Announcements:

Frank Doyle announced that Chamber Member Grider Lee had been elected to the Bennett Town Board. Lois Buckman reminded everyone to take some of the I-70 Corridor Economic Assessment brochures for distribution at their businesses. These brochures were a product of a joint effort between Arapahoe County and REAP. Arapahoe County Commissioner Jim Dyer acknowledged Arapahoe County's interest in seeing Economic growth along the I-70 Corridor and their continued presence in the community. Jose Rocha announced that he had brought some programs containing the list of summer activities being offered at the Bennett Recreation Center.

Our next I-70 Corridor Chamber of Commerce meeting will be at 12:00 noon on May 19, 2010, at the Strasburg K.O.A.. Our guest speaker will be Becky Thompson of TD Works: Screenprinting, Embroidery, Promotions and Graphics. Becky's Topic will be "How to Brand Your Business".

Dates to Remember:

May 2nd, 2010 (Sun) -1:30 p.m. – 4:30 p.m.

Ladies Tea at May Farms - Join us for a day just for the ladies, ladies of all ages! Bring your mom, your sister, your daughter, or best friend! This is a perfect opportunity for a group of girls to go out and just be girls. Delicious finger foods and sweets will be served.

May 9th, 2010 (Sun) – 10:00 a.m. – 3:00 p.m.

Mothers Day Brunch at Johnny's Bistro – Live Piano Music and great food. Reservations suggested.

May 11th, 2010 (Tue) 5:00 p.m. – 7:00 p.m.

Chamber After Hours at Kelter Library, Byers – Please join us at the Kelter Library in Byers for appetizers and a ribbon cutting ceremony to dedicate their new patio and flagpole.

May 13th, 2010 (Thr) 11:45 a.m.

REAP Board Meeting - At Front Range Airport. Lunch is available for the cost of \$10.00. Please call the office at 303-644-4607 or email admin@i70ccoc.com for your lunch reservation.

Adjournment

The meeting adjourned at 12:23 p.m.

Lunch and Learn Speaker:

Terrye Hoffman of Prairie Skies Technical Services addressed electronic communication and "Email Do's and Don'ts". Terrye covered E-mail basics such as composition of the E-mails as well as creating attachments using pdf. Also discussed were the components involved in using electronic communication as a mass marketing tool, the responsibilities of the business sending the emails and the laws that regulate spam emails.