

MINUTES
I-70 Corridor Chamber of Commerce
Lunch and Learn Meeting
May 19, 2010
12:00 p.m.
Strasburg KOA

The monthly meeting of the I-70 Corridor Chamber of Commerce was called to order at 12:04 p.m. by Chamber President, John Knight.

The following Board Members were present:

Lois Buckman	Fay Chase	Chris Deverell
Gary Duke	Al Holcomb	John Knight
Lindsay Wheaton	Jenna Workman	

The following Board Members were absent:

Bonnie Damschen	Al Holcomb	John Knight
Tina Lewis	Becky Mogensen	Chris Pastori

Guests attending were:

Aaron Rotkovich	Lead Valley Range
Glenn Rotkovich	Lead Valley Range
Connie Moos	Guaranty Bank and Trust
Ivy Fischer	Valley Bank & Trust
Chuck Franceschi	Primerica Financial Services
Mike LeClair	IREA
Gregg Roberts	High Plains bank
Terrye Hoffman	Prairie Skies Technical Services
Jeff Hahne	Prairie Skies Technical Services
Cassandra Knight	Two Knight Promos
Keith Kohrs	Kohrs Orthodontics
Greg Wright	Edward Jones
Tracy Hastings	Strasburg KOA
Becky Thompson	TD Works

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

Hearing of Interested Parties:

The Minutes of the April 21, 2010 Board Meeting were submitted for approval. Motion was made by Gary Duke and seconded by Cassandra Knight to approve the Minutes as written. The motion was carried by voice vote.

Secretary's Report.

There were no recorded new members for the month of April.

Membership Renewals received in April included:

Look East Realty
Sam's Club

A motion was made by Chris Deverell and seconded by Al Holcomb to accept the April renewal members. The motion was carried by voice vote.

Treasurer's Report

Fay Chase reported updated financial reports were distributed to Board Members and were also available upon request.

Customer Service Award

The April Chamber Customer Service Reward recognizing outstanding service was awarded to Tracy Perez of the Strasburg Veterinary Clinic. Chamber Bucks will be presented to her at a future date. John Knight reminded everyone of the value to local businesses in having their employees recognized for outstanding customer service. He encouraged everyone to display the customer service cards at their place of business as a reminder to customers.

Old Business:

- a. Summer in the Country: Participation in the Bingo on the Corridor event was emphasized by Chris Deverell. So far, there has not been a great response for the second year of this corridor event. The cost to include your business in the event is \$20 for chamber members and \$25 for non-chamber members. In addition, a limited opportunity to have your business pre-printed on the bingo card to ensure a visit from participating customers was announced at a cost of \$40. There were two squares allotted for each of the participating towns: Bennett, Byers, and Strasburg. Strasburg has sold out and there is only one square left for Byers. Bennett still has both of their squares available. In order to meet advertising deadlines, the Chamber must receive business information and payment by Thursday, May 27th. Chris emphasized the low-cost opportunity to advertise your business and increase exposure to new customers. There will be areas for display tables and booths in each town to provide a great opportunity for home-based businesses, or businesses in other towns to display their services and products. Chris Pastori is the main contact person for this event. Please contact her if you would like to participate in or assist with this event.
- b. Chris Deverell updated attendees on the progress of the website enhancements. staff has met with Prairie Skies Technical Services and work is under way now. Members will benefit from reduced emails; improved communication; an easier to use website; and the availability of advertising space in the form of display ads.
- c. Chris addressed the status of Chamber Bucks. The design of the Chamber Bucks has been completed and meetings with the area banks have taken place. A process for redeeming the Chamber Bucks is being finalized and will allow accurate tracking and a smoother redemption process. The Chamber Bucks will be ready for the prize drawing at the Summer in the Country event.

New Business:

- a. Electronic Distribution of Minutes: Lois Buckman announced a new process for distributing copies of meeting minutes to members for approval. In order to reduce the amount of paper being used for copies of minutes, and to increase efficiency, the draft minutes will now be posted as a link on the Chamber website. Once approved at the next month's meeting, the minutes will become final and remain available for viewing.
- b. Annual Dinner: Chris Deverell reminded everyone to mark their calendars for the Chamber's annual dinner, which will take place on September 18th, 2010. Last year there were 130 people in attendance. This is the Chamber's largest fundraiser of the year. The Chamber is looking for companies to donate items for the silent auction, and

reserved tables will be available for purchase. Ideas for this year's theme are being solicited. The Chamber welcomes all to participate in planning this event. More information about the event will be provided in future meetings.

Announcements:

Lois Buckman encouraged everyone to attend the June 10th REAP meeting at Antelope Hills. The guest speaker is Wayne Kocina of Geo Wize. Geo Wize provides an economical access to the marketing analysis tools used by large companies when locating or expanding businesses

Becky Thompson of TD Works let everyone know that there will be a Colorado Entrepreneurship Marketplace coming to Limon on October 15th of this year. This one day opportunity will be filled with workshops on such items as financing a business, marketing skills, and customer service. This is an event that is open to all on the I-70 corridor.

Our next I-70 Corridor Chamber of Commerce meeting will be at 12:00 noon on June 16th, at the Valley Bank location in Strasburg. Our guest speaker will be Cliff Smith, of the Comanche Crossing Historical Society and Museum. Cliff will be presenting a history of Strasburg and it's businesses.

Our next Chamber After Hours will also take place on June 16th from 5:00 to 6:30 p.m., at the Comanche Crossing Museum, hosted by the Comanche Crossing Historical Society.

Dates to Remember:

May 31st, 2010 (Mon)

Office Closed for Memorial Day

Jun 5th, 2010 (Sat)

Summer in the Country

Summer in the Country Bingo on the Corridor

Jun 10th, 2010 (Thu) 11:45 AM - 1:00 PM

REAP Board Meeting

At Antelope Hills. Guest Speaker is Wayne Kocina, Founder of Geo Wize. He will be speaking about and demonstrating the market analysis tools his company now offers to businesses of all sizes. 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.

Jun 12th, 2010 (Sat) 9:00 AM - 12:00 PM

Shredding Event at Valley Bank and Trust, Strasburg Location

Prevent identity theft. Attend our free community shred event and reduce your risk of becoming an identity theft victim.

Jun 16th, 2010 (Wed) 12:00 PM - 1:00 PM

Chamber Lunch and Learn Meeting

Please join us for our Chamber Lunch and Learn Meeting - 12:00 p.m. at the Valley Bank in Strasburg. Our guest speaker is Cliff Smith from the Comanche Crossing Historical Society and Museum. Lunch is available for \$10.00. Rsvp to admin@i70ccoc.com or 303-644-4607.

Jun 16th, 2010 (Wed) 5:00 PM - 7:00 PM

Chamber After Hours at Comanche Crossing Museum

Join us at Comanche Crossing Museum in Strasburg for this Chamber After Hours Event

Adjournment:

The meeting adjourned at 12:27 p.m.

Lunch and Learn Speaker:

Becky Thompson of TD Works: Screenprinting, Embroidery, Promotions & Graphics provided a presentation on “How to Brand Your Business”. Becky provided information on branding and logo tips that could apply to businesses of all sizes. Her presentation is available through a link from the Chamber website to the TD Works website. She encourages you to access this information.