



The Summit Chamber of Commerce Board Meeting Minutes

August 28, 2024 | 9:00 A.M. – 10:30 A.M.

Mount Royal Mountain Room at the County Commons

In Attendance:

1. Al Bacher, Lindsey Cotton, Catherine Schaff, Peyton Rogers, Bruce Horii, Matt Louterback, Tim Applegate, John Woods, Peter Siegel, Vanessa Agee, Nell Wareham, Maja Russer, Corry Mihm, Athena Damianos, Lori Gleason, Cheri Ryan, Alex Capel

Proxies: Catherine to Lindsey until Lindsey arrived at 10:10 am

Consent Agenda (5 minutes)

- a. Minutes – Attached
- b. Financials
- c. Membership Report

Bruce motioned to approve, Tim seconded, passing unanimously without any objections.

2. Executive Director's Report (25 minutes)

- a. *Academy* – Takeaways from Cheri's conference:
 - Starting professional development early, the value and importance in staff growth and development in business
 - Advocating for local businesses and making sure their voices are heard
 - Ensuring members are utilizing member benefits and marketing benefits: selling the brand and staying within the mission and vision
- b. *Partnership plan* – Supporting business with/and government relations. Cheri and John are doing one on one to build relationships; Cheri will be at the next town planning meeting for 9/26 and will touch base with Catherine before the partnership meeting. Looking for tips, ideas, and support to advocate for communities working together
- c. *Breck Shop n Stroll (9/19)* – **Still in need of a volunteer or two: 2-7 pm**, Krystal is promoting. Main Street station is the check in and will have gift bags and live music.
 - Bags include maps with participating businesses, sponsor swag, and discounts highlighting different stores

- d. *Wine and Jazz* – festival was a success! Well organized, the football team filled all spots and received stipend and the chamber made \$4700 with sold merch. Expenses weren't totally in budget with \$4100 in Merch

3. Committee Updates (25 minutes)

- a. *COO* – John and Nell are back as MCs for COO breakfast, John's daughter Shannon is taking the Keystone GM position and may help host. Maja is reaching out to contact for more info.

- COO price increase (prices have not been raised since 2019); Member prices \$85, non member is \$120. Event begins at 7:15 am for networking and doors at 8 am.
- Extra tables are reserved for regular table prices
- Al and Cheri discuss virtual component/offering: Cheri notes there will be virtual swag bags and sponsorship to up fundraising efforts. Virtual member rate - \$10/ virtual non-member rate \$20
- Bruce noted the need for marketing teams to push a more all encompassing virtual representation and focus on more specifics of event/importance of virtual coordination; speaking with angelique on this to get details dialed in.

- b. *Investments* – Al notes that investments increased by \$140,000, unrealized gain of \$120,000 on investment spread on three different funds

- c. *Legislative Affairs* – Senate bill STR 33 back in legislation soon; property taxes may have special legislative sessions regarding cap amendments

- d. *Events* -

i. Mixer Updates

1. 9/12 mixer - ten mile businesses/Frisco Block party (iFurnish, Epic Print Pros, Utopia, Alpine Bank; live music 5-7 pm
2. No October Mixer
3. November Mixer: 11/21/24 Backstage theater

ii. First Friday - 9/6 Rainbow Park **Volunteers still needed:**

<https://signup.com/client/invitation2/secure/5621420020106/false#/invitation>

(\$200 for every volunteer; each volunteer provided with “be local” T-shirt, Live Music - Neal Francis

4. County Commissioner's Report

5. Childcare Updates (5 minutes)

- a. Catherine: with 700 slots in the county, 300 applications are being processed that qualify for tuition assistance between ages 0-5 yrs old; Sept launch

6. Town reports/Board Round Table (20 minutes)

- a. *Breck* – Peyton: From town council meeting 8/27 – occupancy down, day trippers are up (could result from new hotels around other parts of the county)
 - Rubber duck race is Labor Day weekend, BIFA was last weekend; Oktoberfest and Filmfest are coming up. Business council hosting meeting on 9/19 for district meeting after Shop & Stroll
 - Planning for “coffee talks” with Breck Mayor for November mixer/backstage theater 4-5pm on 11/21
- b. *Copper* – Peter: No updates
- c. *Dillon* – John: There has been a backlog without a town attorney for the past several weeks but experienced local attorney Jeff Wilson appointed recently
 - 10/1/24 vote for lake Dillon development project coming up, hoping for approval.
 - Uptown 240 has been delayed due to changes in code and permitting updates costing millions more to the project
 - Dillon Amphitheatre will open to the public for reservations – more information to be announced soon
 - Hopes of garnering more restaurant interest/investment in Dillon through talks with restaurant association - what will it take to get more restaurants here?
- d. *Frisco* – Vanessa: 8/27 evening meeting on the complexity of deed restrictions and council discussed the need for more ideas navigating deed restrictions and home buying expectations in this demographic
 - Opportunity to talk one-on-one with town manager and leadership on 9/4 at outer range brewery from 5:30-7 pm. Town talks available every other month 5:30-7 pm
 - Mainstreet Fall fest in Frisco on Saturday 9/7
- e. *Keystone* – Maja: Oktoberfest is labor day weekend, always falling on Labor Day weekend offering kid’s activities, dancing lessons
 - Shannon Douler presented as new Keystone KNC GM
 - Keystone will be hosting the National Brotherhood of Skiers Feb 22-28th 2025. Their event garners a large local impact; looking to program with retailers and restaurants around river run and potentially beyond to accommodate this large group of 800-1000 people
 - Cheri: notes this may be a good opportunity for local keystone businesses to garner awareness by offering a deal or discount for/during the event.
 - Maja confirms the group will pursue opening ceremonies and river run pub crawl; will likely revolve around river run businesses but expansion past River run is possible.
 - Peyton: many visitors for this event may be staying in other towns like Dillon and Silverthorne and those areas are likely to see uptick for this event and have an opportunity for offering expansion after settling local keystone opportunities
- f. *Silverthorne* – Matt: Town council meeting for 8/28 evening discussing Rec center design/expansion and closing of Silverthorne Post Office

- Adams avenue expansion will connect willow brook to smith ranch and is on track to open in coming weeks for backroad relief from Rt. 9/Steamboat traffic (ie locals lane)
- Trent Park expansion ahead of schedule – Bike pump track finished, recreational area and warming hut with bathrooms to be completed Spring 2025
- Town is moving forward with acquiring 11 Acre Ranch to allow access from Trent park (and extra parking capacity/trail access) to willow trailhead
- New Silverthorne Police facility moving forward
- Element hotel to be installed next to Hampton inn in Silverthorne
- Chase bank in place of Arby's still underway
- Blue River watershed restoration project still a few years away and will likely see slow progress completed in sections/per season
- New Silverthorne storage mart completed and located under i-70 overpass
- Summit School district pursuing workforce housing near 4th and Bryan; Vanessa: School board approved rental housing because they can't approve "for sale" housing. 65 Rental units for staff and teachers available
- Career and technical education are noted and the need to deepen that area. Moving peaks high school program to get more applicants enrolled; general school maintenance to improve amidst 89% of budget dedicated to salaries. Breck elementary to either be combined or improved – over 60% voters want it rebuilt.
- Collaborative ideas needed on increasing academic engagement for students seeking alternatives to secondary/college education, including a collaborative effort between local businesses and school district to foster entrepreneurship etc.

NEXT BOARD MEETING: September 11th, 9:00am, Loveland Room - Summit County Community and Senior Center (83 Nancys Pl. Frisco, CO 80443)

Cheri Ryan and Al Baecher motioned to adjourn the meeting at 10:20 am, Matt Louterback seconds the motion.