



## The Summit Chamber of Commerce Board Meeting Minutes

September 11, 2024 | 9:00 A.M. – 10:45 A.M.

**Loveland Room at the Senior and Community Center**

### **In Attendance:**

1. Al Bacher, Lindsey Cotton, Catherine Schaaf, Peyton Rogers, Bruce Horii, Matt Louthierback, Peter Siegel, Vanessa Agee, Nell Wareham, Corry Mihm, Athena Damianos, Lori Gleason, Angelique Lochridge, Tanecia Spagnolia, Del Bush, Cheri Ryan, Alex Capel

Proxies: Bruce Horii to Jon Woods, Nell Wareham to Maja Russer

### **Consent Agenda (5 minutes)**

- a. Minutes – Correction made for August 2024 Board Meeting Minutes : \$140,000 total, \$120,000 in unrealized gains
- b. Financials
- c. Membership Report - Cheri notes the importance in following up with current members to provide good customer service and push membership renewals. Team is setting goals for retention plan and ideas to improve upon

*Peter motioned to approve, Lori seconded, passing unanimously without any objections.*

### **2. Executive Director's Report (90 minutes)**

- a. *COO Breakfast* - Updates from Angelique:
  - Budget- \$29,300 bottom line for Revenue; now tracking closer to \$50,000. 2023 showed a deficit in sponsorships, while 2024 is up in sponsorships (\$78,100 in 2023 sponsorships; \$92,000 in 2024)
  - 466 tickets sold out in 26 minutes - if sponsors can't use all their tickets Angelique will fill those spots. Ticket prices increased from \$75 to \$85.
  - There were 10 volunteer tickets remaining to be marketed to members first
  - Marketing - past video presentations have been well received but focusing on short and to the point for 2024. Speeches/presentations can be tailored more to the point to make room for other community highlights.
  - Virtual offerings: Utilizing LED screen to highlight Auction, MounTV partnership has saved on virtual casting cost by almost \$1000. Goodie bags are coming along. *Input is welcome on virtual goodie bags* (particularly on offerings that can be cashed in virtually). Heightening focus on virtual ticket sales and auction to make for the highest yielding COO summit event yet. Virtual broadcast advertising is a priority and

networking to a virtual audience like second homeowners via newsletters etc

- Auction: Opens at 9 am on 10/2/24 in an effort to extend the promotion and garner more interest; all items are due by the Friday before the event. Text notifications and e-blasts will be enabled throughout bidding efforts. Auction items can be given to Cheri for holding
  - Keydata: Katie Barnes is presenting on tourism data - she is preparing for a 10 minute overview presentation with direction from Angelique and Cheri; **Send any input or data requests to Angelique for Katie to discuss.**
  - Bruce suggested discussion on relevant trends, rather than lodging/tax numbers, to keep the audience entertained
  - Nell: Value in discussing student/teacher efforts in academic accomplishments relevant to the ski industry (i.e. handmade skis and graphics) to be touched upon during presentations and the possibility for Keydata/Katie Barnes to highlight these economic impacts in relation to the community and chamber to retain local workforce etc. Specifically mentioning the impact potential of the pathways program on the local economy and student opportunities.
  - Corry: Agrees and suggests COOs possibly introducing a staff member that exemplifies home grown success in the local community/workforce to highlight the potential pathways from entry level, minimum wage to workers and the growth potential in these roles
  - Vanessa: mentions high school teacher, Oakley, as an exemplary speaker on educational influence in the growing economy
- b. *First Friday* - 9/6/24 canceled our attendance due to low volunteer signups
- c. *Board Documents* - Cheri is working with Lena to provide financials on the Monday (afternoon/evening) before the board meeting. Lori, Nell, Al, and Corry agree
- d. *Develop Dillon*
- i. Proposal for the Chamber to endorse current proposal for the development of Dillon
- Cheri: notes the development has room for commercial space but only with town approval; only 1-2 town council members are expected to vote against it
  - Peyton: poses the question of whether the board should be involved in a sector so specific when the chamber is a county wide organization and the added potential for local backlash.
  - Al and Nell: agree and see the benefit in educating the chamber and community on the situation, but from a jurisdictional standpoint it is a Dillon issue.
  - Cheri: poses the question of where the line is drawn in lieu of town managers asking for the chamber's support?
  - Nell highlights the various ways the chamber has aided in educating without taking a stand. Vanessa also agrees the chamber can serve as a

focal point in encouraging and contributing to this conversation without a hyper-local, public endorsement

- Bruce: points out that many may not know enough about the issue to vote favorable or unfavorably and the decision making process may require a bigger, direct conversations
- Athena: agrees and asks if this vote is really supporting business or does it require more information
- Peter: philosophically, what should the chamber be involved with? Issues that affect the whole community or just individual pockets of development. The goal is to focus on the local economy as a whole. The Chamber supports commercial development but needs to set parameters.
- Nell: the developer needs to do their job and due diligence and get community support.
- Peyton: BGV took 11 months - developer needs to make the initiative. If the vote isn't approved it may only bring in second homeowners, and not bring tourism that STR like a condotel would
- Corry: calls to question if there is enough support to vote on this?
- Nell: suggests Chamber take a public stance to show that it's not their place to vote on the issue because it is so specific to one town and not a county-wide issue showing it may not be the Chamber's place to vote/publicly endorse - while conveying the idea that the chamber is here to listen, support, and be involved in discussion.
- Cheri – ask how we can continue to support them without taking a hard stance?
- Lindsey: Suggests a zoom meeting on the issue and

### **Motion to endorse development of Dillon - NO MOTION.**

#### *e. Summit School District Bond*

##### *ii. Proposal for the Chamber to endorse the Proposed 2024 Bond Initiative*

- Cheri has met with Tony Byrd and Bill Gillmore on the pathways program to discuss the importance of the business communities and pathways in growing the local workforce - concluding that financial support is needed in the form of a partnership with Pathways program. Tony is hoping for public support of bond initiative at a term of 25 years (ie. \$13/month for an average \$1 M homeowner)
- Bruce: follows up with a question on the restrictions set by Chamber bylaws and public endorsement - are there any issues or concerns of alienating a community sector? And should non-present board members without proxy be involved in the vote? Is virtual voting an option?
- Al mentions the procedure stated in bylaws is to set aside the existing procedure in place while Nell notes the need to be consistent whenever these topics are on the agenda for a vote.

- Peter explains that it's worth checking bylaws but that the procedure isn't necessarily new and changing the process would be inconsistent; move forward with vote
- Corry: possibility of installing a policy not to change bylaws?
- Al: mentions CMC's 5 year outlook in enrollments are declining
- Vanessa explained the property tax hikes in relation to education and state funding; even if the local school district collects more funds on their own, the state will give less than the typical \$14,000/student. Notes the Breck elementary rebuild, limitations of snowy peaks capacity and need to expand the enrollments in the face of lengthy waitlists
- Nell: What are the private vs. commercial property owner tax responsibilities involved? Potential backlash? Would a presentation to the board be considered before voting?
- Del: Need to differentiate between backing a bill like the liquor bill vs. bond initiative for present and future votes, but also notes liquor sales bill did not incur the added financial tax on community members

**Lindsey motions to take a vote, Lori seconds the motion. Proposal for chamber to endorse bond initiative:**

**i. All in favor** - Al Bacher, Catherine Schaff, Bruce Horii (proxy for Jon Woods), Matt Louterback, Peter Siegel, Vanessa Agee, Nell Wareham (Proxy for Maja Russer), Corry Mihm, Lori Gleason, Cheri Ryan

**ii. Abstaining** - Del Bush and Peyton Rogers

**iii. All Against** - Tanecia Spagnolia and Athena Damianos

**3. Committee Updates (5 minutes)**

- a. *COO Committee* - no additional meeting to report on since last meeting
- b. *Investment Committee* - Al : We are up from last month from \$140,000 to \$144,000; unrealized gain is up from \$120,000 to \$124,000 for the month; income is a little over \$2300
- c. *Legislative Affairs Committee*
- d. *Events Committee* - **Volunteer signups are on our website!**
  - i. Mixer Updates
    - 1. 9/12 Mixer – Corry offered to volunteer. iFurnish/Epic Print Pros, Utopia, Alpine Bank Ten Mile Block Party had a good turnout
    - 2. No Oct Mixer - COO instead
    - 3. November Mixer - Backstage canceled, Jen is working on contacts
  - ii. Shop n Stroll - Sept 19th, 2-7 pm. Registration and bags at Main Street Station in Breck, Live music 4-7 pm at Main Street Station

iii. Pathways Program - Rollout of Pathways program at High School on 9/17 from 5:00-6:30 pm at Summit High School: 16201 CO HWY 9, Breckenridge, CO 80424

- Host an open house geared towards businesses; Happy hour on 10/8 from 5-7 pm at Highside brewing. Breakfast at the professional development building on 10/10 from 7:30-8:30 am. **DATES AND TIME STILL TO BE CONFIRMED**

**4. County Commissioner's Report**

**5. Childcare Updates**

**6. Town reports/Board Round Table (5 minutes)**

- a. *Breck* – Peyton: Fri 9/20 from 4-5pm, meet up with mayor and town council at Eclipse Theatre Lobby. Oktoberfest was this past weekend 9/13-9/15
- b. *Copper* – No updates
- c. *Dillon* – No updates
- d. *Frisco* – No updates
- e. *Keystone* – No updates
- f. *Silverthorne* – Matt: Upslope Brewing opening Apres Outpost in Bluebird market, Chef Daddy's also opening in Bluebird Market. First Friday 10/4 at Silverthorne Pavilion for the local film festival. Silverthorne Post Office is not closing

**NEXT BOARD MEETING:** October 9th, 9:00am, Mount Royal Room at County Commons

*Cheri Ryan motioned to adjourn the meeting at 10:45 am, Lindsey Cotton seconds the motion.*