



The Summit Chamber of Commerce Board Meeting Minutes

February 12, 2025 | 9:00 A.M. – 10:30 A.M.

Mount Royal Room at the County Commons

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.

In Attendance

Staff

Cheri Ryan, Executive Director
Jen Vogler, Membership Coordinator
Alex Capel, Administration

Executive Committee

Ian Donovan, President
Peter Siegel, President-Elect
Lori Gleason, Secretary
Al Bacher, Treasurer
Corry Mihm, At Large
Nell Wareham, Past-President

Vanessa Agee
Tim Applegate
Allen Bacher
Del Bush
Paul Clukies
Lindsey Cotton
Athena Damianos
Tony Pestelle
Bruce Horii
Seth Konkel
Matt Lautherback
Eric Mamula
Blair McGary
Corry Mihm
Peyton Rogers
Maja Russer
Catherine Schaaf
John Woods

1. Consent Agenda (5 minutes)

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

Proxies

- *Tim Applegate to Ian Donovan*

Financials

- *Corry Mihm asks about financials with concerns about line items not showing accurate financial records of the events in the way budget numbers are displayed where it makes it appear that they are broken up evenly throughout the year (which is not a correct idea of the actual budget). Peter agrees that we should go back and spread it out based on history to make final adjustments.*

Peter Siegel motions to approve consent agenda, Al Bacher seconds motion.

2. Executive Director's Report (20 minutes)

a) WACE Conference Update

After attending the WACE conference, Cheri noted a lot of attention on workforce development and hopes to have more involvement/collaboration withvail valley partnerships and their operation model. Attached are notes on the classes/sessions Cheri participated in at the conference including AI utilization. Lindsey asked for the biggest takeaway and Cheri notes it was the workforce development and wanting to get a task force together to talk about it. Corry mentions northwest council of economic development conference and state support about workforce/talent session taking place June 3rd in Eagle, CO. Cheri mentions Vail valley received a \$1.7 million dollar grant for workforce development.

b) Foundation Update

Cheri has documents drawn up for review and asks for the board to vote on a Foundation name with "Summit Chamber Business and Community Foundation" being decided upon.

c) Town & County Manager Forum

The event is a collaboration with Altitude Realtors taking place on 3/26/2025. Breakfast and networking will be from 7:30-8:30 AM followed by a town talk from 8:30-10:00 AM. Catherine asks about topics; Cheri notes that we are still looking for sponsors and waiting on a fact sheet from Altitude Realtors for information sharing. Athena mentions the association sent out a save the date and co-branded with the Summit Chamber with their marketing. Because Altitude Realtors don't charge their members for the event, the chamber won't charge their members either. Athena mentions its business/community oriented and both Cheri and Peter (who attended last year) mention the STR discussion. Peter asks Cheri for an executive summary about the event and Cheri is getting that info from Altitude Realtors. Bruce asks about budget and ticketing with concerns the free breakfast and COO style event could garner too much interest for the max capacity.



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2. Executive Directors Report (Continued)

... Bruce inquires about food cost and Cheri mentions that sponsorships are still needed. Cheri agrees with Corry's comment that this year is still considered a "trial" for the chamber's involvement. Peyton mentions that food cannot be brought into the auditorium so that is why there is a "networking" hour. Al notes this is a community event and there should not be a charge for the auditorium in the event there is. Peter asks what the mutual collaboration benefit is between Altitude Realtors and the chamber and Cheri relays it is to bring a wider audience, capitalize on a collaboration opportunity, and a membership benefit for in free networking town-related information sharing. Del asks for clarification on this collab, and Cheri specifies it is a "state of the summit" type event that the chamber has been wanting to do. Peter mentions it is a play-off of the COO "model" to bring in revenue and joint events with this being a "trial run." Blair and Corry chime in with the realtors benefiting from learning more from the business community. John Woods brings up asking the CMC Breck culinary school for food sponsorship and Al mentions Kevin Clark is the contact. Vanessa suggests town sponsors in return for a few question opportunities. Cheri agreed and added to send any questions while figuring out the structure. Athena comes up with the idea of doing an email blast requesting any questions chamber members might want to hear - especially if it overlaps with existing ones. Al notes the auditorium holds 220 and Cheri will be looking into registration to keep it within capacity or alternative viewing modes.

d) Latino Biz Bootcamp

The Chamber, SEP and Mountain Dreamers are putting on a 4-week session for \$25 starting in March that will be held once a week on Thursday afternoons from 4-6 pm with different weekly subjects on financial, business, and marketing resources)

e) TOB Update

Cheri met with Shannon Haines regarding the Town of Breck business plan to support Breck Businesses; their plan is very similar to the chamber's mission so it would be a good opportunity to collaborate. TOB is going to build a website just like the chamber has. Al asked how BTO fits into this planning and Cheri notes VR and the town have considerable influence and BTO has strict marketing policies to get people to main street. Blair asks what the motivation is to go at it alone when there are two organizations in the community that focus on business support and economic development. Peyton mentions the formalities regarding the government side of things (i.e., permitting, sign codes, financing, and sales tax). Cheri says the discussed business plan talks about building a webpage suggesting linking it back to the Chamber's page. Blair asks what the "holes" are that Breck (and other towns) see in the value - asking "what are the holes or gaps we need to fill?" and Peyton highlights that there is not a "ones stop shop" for all business resources and startups. Blair touches upon struggles businesses faced in the past and the need for additional government funding for local businesses noting the importance of the county government investing in their business community and the people who give it a return. Nell notes that Summit County has not had the same state funding opportunities seen in other parts of the state and Bruce follows up with the responsibility falling under the function of the chamber organization. Bruce noted Breck's intentions to bring in the people and for the chamber to manage it, but the chamber would require more resources, suggesting it should be a topic at the Town Manager Forum event. After attending the town managers' meeting, Cheri mentioned the benefit of using the chamber as the business liaison to Shannon. Peyton noted the importance in informing TOB details of what other towns are willing to fund and budget for. Cheri is excited about having a foundation arm and a workforce initiative will help sequester more town funding. Corry is happy to send out links to help streamline information for business resources. Vanessa asks what other investments in business and support are needed (ie how Frisco is focusing on housing, their marketing on how to get people to come and stay in the towns; there's a reason for nice tubing hill



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and marina, it brings in the people to spend money here). Cheri suggests the needs vary across businesses and towns, but that workforce housing and sales tax rebates are notable ones. Cheri's goals with workforce development include grant funding for apprenticeships/internships for local businesses to save money in this area and lead to more experienced and established employees. There isn't a specific dollar amount yet, but Corry stated the importance in driving the "top of the funnel" and what can be done to assess and fix the pieces needed to build the resources; specifically showing the appropriate use of federal and state grant money like capital and expansion grants to find markets for products outside of the county for external funding in the county. A few suggestions also include exploring the opportunities in helping train new business owners, creating new pathways to stay within the county and thrive long-term, paying attention to what's happening within the workforce, and taking the aging workforce into account in relation to the opportunities available to them. Corry suggests that staffing, access to capital, and the ease/cost of doing business are what businesses need. Cheri hopes to garner more excitement with the TOB in exploring collaboration on the matter.

f) Legislative Issues: SB25-033

Ian testified on Senate Bill 33. The Bill passed through the senate. There are 47 drugstore licenses in the state, and no additional liquor licenses will be issued if it passed through the house, benefiting our local liquor stores; Cheri is looking into what other legislative related issues will affect us.

g) BEA Update - Seth Konkel

Applications are open and as of 2/12/25 there are 9 applications received with 45 other submissions, but we are still looking for more applicants. Seth asks the board for thoughts on judges and donations for the wine and whiskey pool. Last year we had 20 judges and informed the board that this year closer to 30 is needed, noting it takes about 1-2 hrs. We are still taking sponsorships which can be passed to Jen as she is managing this part. Seth passed around an info sheet/signup sheet and stated tickets go on sale the first week of March.

h) Christy Sports referral program - Bruce Horii

Bruce is working on a collaboration with Christy Sports and handed out chamber specific discount cards where the referral discount is kicked back to the chamber. Bruce has been talking with property management companies to refer Christy sports for ski rentals and breck welcome center to guests. Vanessa notes this will be a useful resource to hand out to media visitors. Cheri adds information about the Chamber business card referrals that will be printed in time for the mixer and available for board members and anyone else to give out - Alex has the cards available for anyone able to help share the referral cards.

3. Committee Updates (25 minutes)

a) COO Committee – Meeting with Shannon on Friday at 8:30 am

b) Investment Committee – Al Bacher

- i. *Investments grew this month, moving from a beginning value of \$145,769.23 up to an ending value of \$147,881.56. The value increased with an appreciation of \$1,792.08, \$320.25 in Dividends and Interest, and almost \$24,00 in unrealized gains.*

c) Legislative Affairs Committee – None

d) Events Updates

- i. *Annual Meeting - Feb 21st 2025 at 2 pm (Peter requested a meeting invite to be sent)*
- ii. *BEA's – April 3rd, 2025*
- iii. *Town & County Manager Forum: March 26, 2025*
- iv. *Mixer Updates –*



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1. February 20 Warren Station
 2. March – 20 Lodge at Breck
 3. April – April 16, Venue TBD
- e) Scholarship Committee – Applications available for review soon
Peyton notes that scholarship applications are already coming through and Cheri asks for additional people interested in being on the scholarship committee. Corry asks if there are two separate groups because of the legacy dollars since Ian is solo - Catherine, Lindsey, and Al also offer Frisco. Blair asks about criteria and Cheri notes criteria last year was business school (CMC or State), parents owning a business, and first-time college students. Peyton notes a training taking place at 1 pm on the new system and confirms it will be recorded and sent out.

4. Commissioner's Report – None

5. Board Round Table (20 minutes)

- a) Breckenridge – Peyton Rogers
 - i. *Town council held a meeting last night. Some of the takeaways include conversations about this year's fourth of July events. On the fourth of July the TOB is looking to do a circus event where main street gets closed off to traffic for the whole day. Town council approved the event, but the timing is not decided yet.*
 - ii. *Spark is doing BIFFA*
 - iii. *The high school parade will be on the 22nd.*
- b) Copper – Peter Siegel
 - i. *Copper is not a "town" but does have a town sales tax and retail/lodging surcharge - An additional 2% will go back to community for marketing, events, and childcare.*
- c) Dillon - John Woods
 - i. *The council meeting last night discussed a new restaurant/bar built in Dillon (between the marina and amphitheater) that came about after losing Arapahoe Café. An owner/operator has not been established yet as the town wants to build the space designed and built as an art project first.*
 - ii. *There is a group calling for an election recall - Ballots have been mailed this week and results will be back in a month. This only applies to Dillon-proper.*
 - iii. *Dillon/Keystone are working together on the police force and are looking to hire more officers.*
- d) Frisco - Vanessa Agee
 - i. *Frisco is appointing two members to the town council; interviews were conducted last night after eight packet submissions. Both positions will have the same term.*
 - ii. *Eleven units have been established for local housing with another eleven units for CDOT. A ribbon cutting will be held with the governor and CDOT director. TOF is producing a new housing covenant, though with the new appointments covenant direction is still up in the air.*
 - iii. *The space that was once Blue Spruce/Frisco Prime is now going to be commercial restaurant space on the ground level with condominiums above. The town already has other community plans they are working on and cannot take on another building before fulfilling prior plans.*
- e) Keystone - Maja Russer
 - i. *Keystone is partnering with Dillon on a combined police force. The town is still determining a community vision for the new Main Street and what that may look like in large planning/brainstorming sessions that are underway in an estimated two-year process.*
 - ii. *Keystone's Warren Station is hosting the February mixer next week.*



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- iii. *Keystone is also preparing for NBS to arrive by the 21st and an opening ceremony will take place on the 23rd with an estimated 1800 people visiting. NBS events affect the whole county, bringing more opportunities with the large influx of people.*
- iv. *Keystone is hosting a Mardi gras celebration and two-day outdoor concert series on March 8th and 9th hosting national headlining bands. Keystone has been quiet with events since the pandemic and are excited for more events.*
- f) Silverthorne – Update from Cheri Ryan
 - i. *Cheri went to the ribbon cutting for Everything Colorado – the new store in the outlet mall near Timberline Kitchen. Blair and Cheri mention the Town Business and Art grants are open with the deadline set for next week.*

Ian Donovan motions to adjourn the meeting at 10:35 am, Maja Russer seconds the motion.

NEXT BOARD MEETING: March 12th 9:00 a.m., Mount Royal Room County Commons