



The Summit Chamber of Commerce Board Meeting Minutes

March 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 and 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 Pestello~~
Bruce Horii
Seth Konkel
Matt Loutharback
Eric Mamula
Blair McGary
Corry Mihm
Peyton Rogers
Maja Russer
Catherine Schaaf
~~John Woods~~
Steve Greer (For Eric Mamula)

1. Consent Agenda (5 minutes)

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

****Al Bacher motions to approve the consent agenda, Corry Mihm seconds the motion.***

2. Executive Director's Report – Cheri Ryan (30 minutes)

**Cheri mentions that renewals are being invoiced more quickly and emphasized our continued efforts to follow up with overdue members.*

a) Town & County Manager Forum

Cheri reported that planning is progressing well for the Town & County Manager Forum, which will take place on March 26 in Breckenridge at CMC. Breakfast will be provided in the lobby from 7:30-8:30 am, and the forum will take place in the auditorium from 8:30-10:00 am. The event is not open to non-members, but is free for Altitude and Chamber members. Jen has assisted with sponsorships and helped raise over \$5,000, including banner and title sponsors from Altitude Realtors. RSVPs are requested for a guest count. Paul inquired about the content, which Cheri confirmed would address business-related issues in the community.

b) BEA Update – Seth Konkel

Seth shared that over 60 applications were received—slightly fewer than last year but still on target. He expects the process will be easier in future years as much of the information will roll over. Tickets are going on sale today. Seth is working on the whiskey and wine pull and noted that the event is within \$500 of its budget. Cheri mentioned sponsorship from CommonSpirit. Nominations for the Ben Fogle award are still needed, and board members were encouraged to respond to Cheri's email with the two required questions.

c) Annual Meeting

Cheri hosted the Annual Meeting online on February 21, 2025. The slides from the meeting were sent out via the newsletter and posted on the website.



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3. Committee Updates (25 minutes)

a) COO Committee

Bruce, Angelique, and Cheri met with Keystone GM, Shannon and had a positive meeting. However, Keystone's pricing has doubled the cost of COO compared to previous years at Keystone and last year's Copper COO event.

b) Investment Committee – Al Bacher

Al reported that the investment account was up \$3,500 in the last report but has since taken a hit. He remarked that the current market is "roiling," but believes that after the "Nervous Nellies" settle down, the market will resume an upward growth pattern.

c) Legislative Affairs Committee

Cheri is testifying on liquor store-related legislation. Al asked for clarification, and Cheri explained it concerns preventing the issuance of new drugstore licenses.

d) Events Updates

i. Town & County Manager Forum – March 26

ii. Business Excellence Awards – April 3

iii. Mixers:

1. February 20 at Warren Station: Cheri thanked Alex, Bruce, Donna, and the KNC staff. Bruce noted that Maja did a great job supporting the event.

2. March 20 at the Lodge at Breck (5–7 p.m.)

3. April 15 at Sports Buffet, co-sponsored by Quality Pest Solutions, featuring light apps, drinks and free sport simulator demos.

4. May Mixer is still being organized. Aroyn from Mountain Careers may co-host. Cheri explained that Aroyn's business is a hub for hiring and job postings.

5. Hidden Games are holding a ribbon cutting at 4 p.m. on Friday. Cheri requested that anyone attending let her know. They host tournaments and sell games like D&D, Magic: The Gathering, and Pokémon. Cheri suggested forming a Ribbon Cutting Committee to better support new businesses' grand openings with added chamber representation and support along the way.

e) Scholarship Committee

Cheri thanked Al and Catherine for their help. The new scholarship system is working well. There are fewer applications this year, but they are easier to review. Breck team members are voting on Breckenridge-specific scholarships.

4. Commissioner's Report

Steve Greer (Assistant County Manager) sat in for Eric Mamula - no updates to report.

5. Board Round Table (30 minutes)

a) Breckenridge – Peyton Rogers

Peyton noted that the Fourth of July circus event will be daytime only. The Forest Service



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presented updates on trailheads including Quandary and Spruce Creek. Airport project construction is anticipated for 2026. Drop-in meetings are scheduled for March 17 at noon and 5 p.m. The town is pursuing Dark Sky Certification. Blair mentioned a meeting on March 13 (2:30-4:30 p.m.) in the Hopeful Discovering Room focused on the 2024 Energy Conservation Code. The event will be recorded and posted on YouTube.

b) Copper – Tim Applegate

Copper is hosting FIS ski racers in November, which is a major event for Copper and the rest of the county. They are also planning an expansion that will include the highest chairlift in the U.S.

c) Dillon – Catherine Schaaf

A council vote was set to take place yesterday; currently recalled members are still present. A new coffee shop is opening below the tattoo parlor. Cheri suggested helping with ribbon cutting and offering them more chamber support with Dillon being off a main area. She noted that businesses in Dillon face visibility challenges and need more promotional support.

d) Frisco – Vanessa Agee

Vanessa shared updates on housing and capital projects. CDOT ribbon cutting at Granite Park is scheduled for March 18. All units are open to Summit County residents. They received 140 applicants for 11 units, but many didn't qualify. The units are on Granite and 7th. The town is also working on the 101 West Main St workforce center project with a housing nonprofit that will have over 100 rental units and capital projects around parks/utilities etc. The council granted permission for financial outreach. Frisco events included the sold-out Brewski, and upcoming bubble gum races on Sunday as well as beginner ride hill happy hour Fridays with a chance to win a season pass. Vanessa also suggested the idea of holding a chamber mixer at the adventure park.

e) Keystone – Maja Russer

Keystone recently hosted Mardi Gras and concerts. Community meetings are underway for future town planning. NBS was a success and returns to Breck in 2026. Despite strong visitor numbers, spending is down, and most visitors are now day trippers. Lift ticket prices are high: Keystone is \$299 and Steamboat is over \$300.

f) Silverthorne – Matt Loutherback

Matt reported that the Town Council will focus on the 2024 financial report. Roller Rama is scheduled for April 4. Silverthorne has \$50,000 in business improvement grants available. Fifteen applicants have submitted proposals, and awards will be announced in early May.

g) General Discussion

Paul asked about declining visitor revenue and suggested seeking funding for PR/marketing at the state level. Corry mentioned that the Colorado Tourism Office (CTO) could be a resource, but no county-wide DMO currently exists. CTO budgets around \$20M for national and international development efforts but the state level chamber of commerce doesn't have a large pot to contribute with state budget levels being fairly low. Vanessa reported that Frisco received a \$50,000 CTO grant by investing \$25,000 in its own funds. The town is also working with others to



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coordinate the Fourth of July marketing and hopes to combine efforts in the future. Bruce suggested focusing more resource allocation to energize summer tourism with it being less busy than winter season. Corry notes the larger role the ski industry used to have in destination marketing that has shifted towards focusing on pass sales instead. Seth asks what the chamber can do to drive our own resources? If businesses suffer so does membership. Cheri emphasized the Chamber's responsibility to show value to members and continue efforts to drive this to remain financially sustainable. Al encouraged keeping finances local, such as through scholarships.

NEXT BOARD MEETING: April 9th, 9:00 am, Mount Royal Room County Commons

****Seth Konkel moves to adjourn the meeting, Catherine Schaaf seconds the motion.***