



**Dirk Norris, President; Warren Malkerson, Vice President**

**Donna Harkey, Treasurer; Cindy Thompson, Recording Secretary**

**Gail Major, Correspondence Secretary and Visitor Center Coordinator**

### **Minutes**

General Membership Meeting, July 8, 2008

**Officers Present:** Dirk Norris, Presiding; Gail Major, Donna Harkey; Cindy Thompson

**Members Present:** Fran Altieri, Lucy Rickman, Judy Fitzpatrick, Jamie Gieb, Dennis Dunnum, Scott Shafer, Ray Dean, Steven Martin, Alisa Kenyon, Lucy Rickman, Dennis Dunnum, Russ and Karen Bandemer, Honorable Mayor Bob Hemphill

**Call to Order:** The Regular Meeting of the Carrizozo Chamber of Commerce was held at the Four Winds Restaurant. The meeting was called to order at 12:05 p.m. by the President.

Following the Pledge of Allegiance and New Mexico Pledge, new members were introduced: Russ and Karen Bandemer from Vera Cruz Mountain Ranch.

**Minutes Previous Meeting:** Corrections to the Minutes of June 10 were read aloud by Cindy Thompson.

**Motion:** To accept the Minutes as corrected. Motion made by Lucy Rickman, second by Dennis Dunnum. Motion passed by unanimous vote.

**Treasurer's Report:** Donna Harkey distributed a report to members present. The Checking Account Balance is \$4,319.80. Luminaria Fund: \$880.48

**Visitors Center:** Gail Major reported that there were 32 visitors to the Caboose in June, which was the same number as May. She reported that there were 23 website inquiries, with various requests ranging from relocation information, visitors, golf course inquiries, July 4<sup>th</sup> activities, and miscellaneous.

**Website Report:** Dirk Norris reported that there were 1467 unique hits, for a grand total of 60,009. Visitors averaged checking 9.7 pages per visit.

**Events Committee:** Fran Altieri reported on the success of the July 4<sup>th</sup> event. The activities started at noon at Valle del Sol, with vendors and food set up for visitors. Bands and a DJ played music all through the afternoon until time for the fireworks. A record number of people attended, estimated at 5000-plus by the end of the evening. Vendors sold out of food and reported good sales and response from visitors. There were many requests to book the "Homegrown Boys of Ruidoso" again next year. Donations to the Fire Department totaled \$1000. Negative comments about the day were about the heat and a few disgruntled attendees who were not happy that the price was changed on the one dollar hamburger and drink special mentioned on the posters. Valle del Sol donated \$1000 to the event and provided two large tents with chairs and tables. Valle del Sol also provided labor for clean-up of debris the next day. A big thank you goes to Valle del Sol for helping make the event such a great success.

Dirk Norris reminded those present that this event provided an opportunity for local businesses to capitalize on exposure and sales for the day. Mayor Hemphill offered comments that the entire event had been an overwhelming success and he heard many compliments about the quality of the fireworks display provided by the Fire Department. He urged the Chamber to curtail the personal fireworks section in the future. Judy Fitzpatrick added a report that recycling during the July 4<sup>th</sup> activities was a success.

**Tent Donated:** Alisa Kenyon donated a "pop-up" tent to the Chamber that was used during the July 4<sup>th</sup> activities. She announced that it is a "seed" tent. She invited other members to donate to the purchase of more tents which can be used at future outdoor events.

**Advertising Committee:** Cindy Thompson reported that print ads had been placed in "The Ruidoso News", "Lincoln County News" and "Roswell Daily Record." Radio advertising was run in Ruidoso on four radio stations. Posters were provided by Valle del Sol. Cindy reported to the members that a preliminary information sheet provided by the Advertising Committee ended up being used as the actual poster that was printed. This included the wording "Almost Free Hamburger Plate and Soft Drink for \$1.00"

**Membership Committee:** Gail Major reported that two new members had recently joined. The Rocking Horse Day Care, owned by Daniel and J'Lane Zamora is one of the new members. This makes a total of 57 business memberships, four event groups, and 16 individual members. Gail also reported that a check had been received without a membership application. The check was from UPC Wind Management and she tracked down information about the company from Newton Mass.

**Budget Committee:** Committee chairpersons were reminded that budgets need to be turned in to Lucy Rickman. A report will be given when Lucy has the information turned in to her.

**New Business:**

**Electronic Mailing of Newsletter:** Dirk Norris informed the members that the costs of printing and mailing the newsletter have become prohibitive. The printing budget also includes letters and membership directories. A total of 80 newsletters are printed each month. The members will be able to sign up for e-mail delivery of the newsletter by going to the Chamber website. This will also be another information vehicle for new member and visitors inquiring about Carrizozo.

**Lincoln County Tax Applications:** New requirements for event coordinators applying to the County Lodgers Tax were spelled out in a letter mailed to the Chamber. Those asking for funds will be required to apply at least 60 days before the event happens. There had been too many groups applying at the last minute and some applied after their event was over. Discussion was held about the annual Luminarias in Carrizozo. Application for Lodgers Tax funding will need to be made in October.

**New Carrizozo Post Card:** Judy Fitzpatrick passed around postcards that artist Rick Geary created. It shows a street map of Carrizozo and indicates places of interest, such as the Courthouse and Caboose/Visitors Center.

**Adjourn:** After announcements were made, Lucy Rickman made the motion to adjourn the meeting. The meeting was adjourned at 12:55 PM

Submitted by Cindy Thompson, Recording Secretary