



Wednesday, January 8, 2025 @ 11:00 am
MEETING MINUTES
Larkspur Fire House

APPROVED 3/4/2025 MINUTES

Board Members

Bonnie Schwam, President, present
Dennis Beshear, Vice President, present
Christian Phelps, Secretary, via zoom
Jodi McKillip, Treasurer, present
Yolanda Bruce, Membership Director, ABSENT
Vacant, Member at Large

Sasha Lambert-Cole, Bookkeeper - present
Amy Cotsworth, Ambassador Program Director, present

Guest Attendees:

Dennis Gutenberger
Peggy Bodie

Call to Order 11:05 am

Move to approve the December Minutes moved by Dennis, seconded by Jodi, carried by all

MONTHLY TREASURER'S REPORT: 12/31/2024

- Community Bank Balance \$29,130.45
- Zeffy Balance \$0
- Total bank balance for **\$29,130.45**
- AR for (month) \$270
 - 31-60 Days: \$195
 - Rocky Mountain Insurance Advisors: \$70
 - The Venue at Crooked Willow: \$125
 - 91+ Days: \$75
 - Fox Fungi: \$75 - NEED TO WRITE OFF
- Gross profit: \$1,155 (Month) / \$38,435 (YTD)

- Events: \$1,155
- Total Expenditures: \$4,813.63 (Month) / \$33,295.13 (YTD)
 - Event Advertising: \$511.10 (Signarama)
 - Social Media & Marketing: \$375 (Organized Flamingo)
 - Website: \$250 (Reach Marketing)
 - Chamber Functions: \$23.30 (Lunch – Dennis)
 - Software: \$63.19 (QB)
 - Event Music & Entertainment: \$1,746 (Jellystone)
 - Insurance: \$363.50 (USA Ins)
 - Office: \$1,231.54 (Heaters, Tent, Supplies, CenterPieces)
 - Professional: \$250 (Sasha L-C CPA)
- Net Income: \$-3,658.63 (Month) / \$5,139.87 (YTD)
 - 9 & Dine: \$0 / \$704.75 (YTD)
 - AACF: \$0 / \$4,046.46 (YTD)
 - General Admin Expenses: \$-2,490.35 / \$-5,174.99 (YTD)
 - Holiday Dinner: \$-1,546.96 / \$-1546.96 (YTD)
 - MITP: \$0 / \$3,784.03 (YTD)
 - Tree Lighting: \$378.68 / \$3,326.58 (YTD)

Details Tracked via Google Docs Spreadsheets

Tree Lighting

- Need to Refund Bowers Family & Frontrange Apothecary for Duplicate Payments (See Spreadsheet)
- Net Income (Month) Revised to: \$223.68 (Tree Lighting) / \$-3,813.63 (LcoC)
- Net Income (YTD) Revised to: \$3,171.58 (Tree Lighting) / \$4,984.87 (LcoC)

Net Income

- 2024: \$4,984.87 (Revised)
- 2023: \$-1,164.75
- Diff: \$6,149.62 (Increase)

Move to approve the December Treasurer Report moved by Dennis, seconded by Jodi, carried by all

Old Business

Autumn Arts and Craft Festival Wrap Up

WHAT WENT WELL:

- Having Coffee
 - Coffee worked out very well
- Bucket Rental
 - Had just enough buckets for canopy weights. Eliminate the buckets without handles. There's no way to secure them to the canopy.
- Music at event kept energy up
- Volunteers to help run and get food for vendor and cover their booths if they needed a bathroom break or to go get their food

- Vendors setting up Friday night
- Setting up Zeffy Tap & Pay
- Food menus from food trucks and local restaurants
- live music at least one of the days and bier garden
- Liked the Farmers Market but we need more booths and it can be arranged better.
- Eric and Tim, from the town, were a terrific help!
- The new layout per the fire department requirements actually worked pretty well. It did take up more space and was a little challenging to design. Will be making revisions for next year.
 - Will be able to set it up better next year
- Parking was better we had use of the field
- Bier Garden went really well
- Dog resume was a big hit and they are scheduled for next year

RECOMMENDATIONS | DISCUSSION:

- Have all tasks assigned - identify an AACF Team as this event takes a village.
 - Focus on task list and make sure we have everyone assigned
 - More volunteers from the chamber members
 - Friday is the biggest lift day for chamber member volunteers, but could use student volunteers saturday and sunday
- Limit one day vendors to 6 booths
- Application needs to be tied with a Zeffy form and payment accepted at that time for complete processing. No Application through the website and then a separate payment link.
 - Application MUST require payment before being submitted.
 - Discussion - Can Zeffy also take payment at time of application? Yes.
 - ACTION - Dennis will set up Zeffy to do the application and accept payment and shut off application, please do by end of this month as information will start going out in February
- Schedule event not the same weekend as CR Oktoberfest
 - Need to keep 3rd weekend in September
- Banners needed 4 Doubles and 4 Singles
- Purchase Volunteer Vests for next year to help identify volunteers
 - ACTION - get a quote from Yoland and Terry on 10 vests
- Coffee
 - Business Sponsor to Sponsor and Run versus Chamber
 - ACTION - Amy will look into being a member and or sponsor
 - (Recommendation: Coffee Sign Printed, Jug of water to fill coffee pot not bottles, Almond Vanilla Creamer)
- Heater for Pavillion
 - Recommend using our propane heaters in the Fisher Shed
- Chamber Table - Give away bags with sponsor information/business cards (welcome back to event) - use swag bags that have not gone out yet
 - ACTION - Yoland price plastic bags with our logo on it
- Saturday mixer after the fest for vendors
 - No don't think that would go well
- In kind businesses doing extra time/work add logo to sponsor sign

- Will need to talk more at the Board retreat.
- Recommend spending less on advertising and flyers - Need to do more on social media to save on cost - Don't feel the advertising drew in the people in relation to what we spent
 - All for increasing social media and advertising in groups, need businesses sharing it out on their business platforms
 - Posters continue (put up 350)
 - Newspaper articles - Monument Tri Lakes, Colorado Community Newspapers (get more write ups in newspapers)
 - Vendors that sign up get them posts to sign up to post
 - ACTION - need Canvas image to easily share out (Stephanie or Christian)
- Beer Garden signage
- Beer & Wine sign at DCVMF booth (are they selling water and if so chamber is not giving away water)
 - ACTION - Dennis G need to firm up if they will be attending this year and what they will be selling
- Maybe at face painting booths
 - This could be a sponsorship opportunity
- Need another activity for kids to do
 - Pumpkin painting
 - Something art related (Tri Art or DCSD could sponsor)
 - ACTION - Jodi will reach out to see if someone from TriArt or DCSD could sponsor that event
- Would like to see different / more food trucks, maybe 3 like MIP
- Might want to limit commercial vendors, ie window suppliers, etc.
- ACTION - Dennis G will schedule 1st planning meeting early February and notify the Board
- Farmers Markets was not successful - if we want farmers market booths we will work with them directly

New Business

Board Retreat

- **January 21, 2025 from 12pm - 5pm**
- ACTION - Bonnie is going to reserve a place

New Treasurer

- ACTION - Jodi needs to be set up at Community Bank

Committee Reports

Holiday Dinner Attendance Report - Christian

- 41 Attendees of the 46 RSVP (last year we had 49 attendees/16 cancellations)
 - Having them RSVP and prepay I feel helped
- 6 cancelled due to sickness
- 2 no show

- 3 guests showed up that were not part of an RSVP, but with someone the had RSVP
- \$350.00 collected for an additional guest

Holiday Magic Happens Report - Christian

- Take Down - Scheduled for January 24 and 25th
- Pending Expenses
 - Exit Signs - \$24.26 Dennis B - completed
 - **Extension cords - \$133.39 Reimburse to Town**
 - Remaining balance of lift due for the Town to pay \$1,838.20
 - Event Tent - Chris & Autumn Miller - completed
 - **Smores Baggies - \$19.40 Christian Phelps**

Secretarial Update - Christian

- Membership Update
 - Total active members: 72
 - New Member(s): 0 for December
 - Members up for renewal:
 - Crooked Willow Farms
 - Larkspur Outdoor Maintenance
 - BrayDex Window Washing
 - Larkspur Corner Market
 - H3 Painting
 - Starzynski Van der jagt
 - Justice Roofing
 - Larson Excavating
 - Sasha Lambert-Cole CPA
 - Car Connections
 - **ACTION - Christian send list to Dennis and Jodi so that emails are sent out for payment**
- Monthly Mixer
 - **ACTION - Amy and ambassadors will split up the membership list and make reminder calls**
 - January Mixer - Mayor West House
 - February Mixer - TBD

Meeting Adjourned at 12:25 pm