**Pagosa Springs CDC**

**December 4, 2019 Meeting Minutes**

**In attendance:** Jodi Scarpa, Neal Johnson, Chris Smith, Justin Ramsey, Jim Garrett, Ron Maes, Matt DeGuise

**Guests:** Mary Jo Coulehan – administration, Chris Mannera – Pagosa Springs SUN, Laura Lewis Marchino – Region 9, Mark Weiler, Jack Searle, Sherry Waner, Cass Walker Harvey

A quorum was determined and the meeting called to order at 5:30 p.m. by president, Jodi Scarpa.

Mary Jo reported that as of today, Archuleta County did receive the DORA Broadband grant. This is very exciting news and the broadband team worked hard to submit the grant and on the appeals process. In January there will be a full Broadband update at the board meeting.

*Neal moved to approve the consent agenda; Ronnie seconded. Consent agenda was approved.*

**Marketing Presentation by Mark Weiler**

* There is a problem of communication in our community – especially success stories. The CDC has done no internal marketing.
* Years ago, Mark donated $25K to the “Positive About Pagosa” campaign. Nothing was accomplished. He wants to continue the Positive About Pagosa theme with a new ad campaign.
* Ad Campaign would consist of a weekly ad placement with a 3 column space at $13,573 or 4 column space at $17,160. We would choose successful business stories in our community. Someone would be hired to video the interview, then write the story. The total cost of the project would be about $25-30K and include the ad placement for 52 weeks and story production. Looking at hiring Amanda Sims who used to work at Parelli. The ad campaign would cover three points: People who have done it; Who were they associated with that help make them successful; Who can someone interested in building a business contact? Mark would be the contact person. He has proclaimed himself the Economic Development Ambassador of Pagosa Springs. He would not charge for a year of his services and would donate ½ of the cost – approximately $15K. The offer will be on the table to the CDC until February 1, 2020.
* Laura voiced some concerns: why would Mark be the contact person and how would he work with CDC and the Chamber. Mark says he has everyone’s cell phone and would schedule meetings with the appropriate person depending on the request. Laura also questioned if the highlighted business will be Chamber members and how will this help CDC? Mark said they will not necessarily be Chamber members and this kind of publicity will show that there are successful businesses in our community, we should support them and it will show a business-friendly environment.
* Sherry said Mark has identified a deficiency in the CDC and how can we correct it. Mark is offering to be a champion.
* Jodi noted that we do need to be better at marketing. However, how do we fund this project? Jim Garret echoed Jodi’s concern and posed if the series could happen once a month instead of weekly. Mark felt this would be an ineffective process.
* Laura recommended a work session in January to look at the CDC priorities and then see how this marketing project would fit. The board needs to look at the Scope of Work that the Chamber is currently engaging in.
* Jack Searle thanked the CDC board for stepping up and publicly supporting the URA formation. Not many were willing to do so.

**Cass Walker – ED 1st Southwest Community Fund**

* Prior to moving to Pagosa with her husband, Cass was at Yale University working on inclusive entrepreneurial development. She founded 2 non-profits focused on women and education. She found it difficult to break down the barriers for entrepreneurs and their ability to be more successful.
* The Community Fund is the 501c3 of 1st Southwest Bank. There is a $5 million pool of money. It acts as a “gap financing” tool. Working to set up some microloan programs, one specifically for non-profits. They want to partner with the creative districts and looking at developing a mentoring program – SW Mentor Network.
* She will be working part time now and for the months of Jan through March will base out of the UK but will be available via technology.

**Region 9 – Laura Lewis Marchino**

* Laura reported that while business start up are down nationally, those start ups in rural communities are more successful.
* She is closing out the efforts of the private sector hiring an ED. The last was that there was a job description being developed. Laura did speak with David Dronet and he felt many of the businesses were “doing their own thing” and would probably not pursue this position in the near future. Laura recommended a work session in January to see where the CDC wants to focus. Could we get someone local, the Chamber would still be the fiscal and administrative agent. Could this position be a contract position? These topics will be discussed at the work session.
* Region 9 is looking to change from a fee base to percentage base on their micro loan-sharing programs with the CDC.
* Laura will be representing Southwest Colorado at the SW Economic Forum on January 9. Typically, a professor from Ft. Lewis was the presenter, but Laura will do that honor this time and all counties will be included.
* SCAPE is now accepting applications. Put the word out to Archuleta County businesses.
* Region 9 is working with the SWCCOG on the 2020 Census. Each community has a Complete Count Committee and Mary Jo and Laura Mijares are spearheading the Archuleta County group and working with Heather Otter. They will be reaching out to and updating the government agencies.

**Administration – Mary Jo**

* Mary Jo referred the board to her report in the packet. She did attend the Economic Development conference in Colorado Springs. It was a little slower month and Mary Jo did take some time off to have surgery.
* We applied to “pitch” our Opportunity Zone in Grand Junction at another state pitch event. We have not heard back if we have been accepted.
* We have still not heard back if we made the final list for the *Forbes/*Sorenson Impact Group Top 20 OZ Catalysts.
* Mary Jo announced that the Chamber will be hosting Career Day on January 21, 2020 with the Pagosa Springs High School. There will be over 35 businesses involved and it will encompass careers that require post-secondary education, vocational training, and other career paths. We will change up the Career Day format every year for three years so the students will have a broader range of knowledge of the business community and what employers are looking for and what jobs the community needs.

**Chamber/CDC MOU**

* Mary JO noted that there were only a few minor changes to the MOU this year. Removed the Data Analyics priority and added OZ and added reimbursement for travel and meeting related to CDC work. The Chamber board did approve the MOU at their meeting this afternoon.
* There was a discussion about the pending MOU for administrative services with the Chamber of Commerce for 2020. With the idea to hire an Executive Director, the Scope of Services would need to be revisited. We could do this at the work session in January.
* Pending funding and decisions from the Work Session, *Jim Garrett moved that we extend the present arrangement with the Chamber on a month to month basis until further decisions on funding and scope of services can be made; Neal seconded. The motion was approved.*

**It was decided that the January CDC board meeting will be held on Wednesday, January 22 at 5:30 at the Chamber conference room.**

**The January Work Session will take place on Tuesday, January 14 from 10 a.m. to 1 p.m. The place has not been determined.** Mary Jo will send out calendar invites when the location is secured.

With no further business or discussion, Chris moved to adjourn the meeting, Justin seconded. The meeting was adjourned at 7:16 p.m.