**Pagosa Springs CDC Meeting Minutes**

**March 11. 2020**

**In attendance:** Jodi Scarpa, Mary Hunt, Justin Ramsey, Jim Garrett, Matt DeGuise, Neal Johnson, Ron Maez, Mary Jo Coulehan – administration

**Absent:** Chris Smith

**Guests:** Michael Whiting, Mont McAllister, Chris Manarra

A quorum was determined and the meeting called to order at 5:34 p.m. by president, Jodi Scarpa

*Neal moved to accept the consent agenda, Justin seconded. The consent agenda was unanimously approved.*

The Annual Meeting to be held on April 8 was discussed.

* Mary Jo informed the board that The Springs Resort was gracious enough to offer the conference room at a comp rate. We will issue beer/wine tickets to the members.
* Jodi explained that we will present the highlights of 2019 including Broadband and the Opportunity Zone
* Hopefully we will finish the strategic plan and present this plan to the membership so they can see what we will be working on in 2020.
* Mary Jo sent out a Constant Contact announcement for the annual meeting. The e-vites are also ready to be sent out.

Mary Jo informed the board that she spoke with Jennie Green, PSAT director about using the data analytics money that they gave to the CDC in 2019. She did not want to use the money to fund the weekly business advertorial as presented by Mark Weiler. She did not feel that it would bring in new businesses. However, she did agree for the CDC to use the funds for the economic development interactive data app on the CDC website. The cost should be about $2,000. She also had another idea for the use of the funds that she will present to the CDC board when she has all the details.

**Membership Value Proposition**

* Jim began the discussion comparing the CDC to Rotary which is not only a service organization but also has components of social engagement. Encouraged the board to reconsider the June event to an evening time frame with a presentation and then social interaction. We could have a few more social events. More inclusive meetings: member forum, what are matters of importance to them? Perhaps once a quarter we could have a “happy hour” where members could come, interact – use this time for people to bring issues forward in a more relaxed atmosphere. Also make a plea to retirees who have lots of previous business experience to engage in the CDC.
* Justin said we could have focus groups. How does our home-based business community fit in?
* Ron mentioned to look at associate membership. Also, how do we take an asset like the SCAN fiber and attract more businesses with this amenity.
* Chris asked what does the CDC work on that helps businesses?
* Mary offered that members may want to know the leadership better. Matt said the Town Council had morning “Meet the Council” breakfasts but they were not very successful.
* What do we want to work on next? Jim mentioned that there are housing issues. Could we get involved in that process? Mary Jo mentioned that there are a number of different housing groups, but they don’t play too well together. In the Chamber’s recent survey, housing was one of the top 4 business issues. The Chamber is deciding if they want to facilitate some meetings within the group. The CDC might want to take this on.
* Michael Whiting gave an update of the housing coalition. He is working with the groups to try and move housing initiatives forward. The CDC could be a part of this coalition.
* Jodi asked what support does the Housing Coalition need? We need to be better at marketing, especially with Broadband. Jason is to send in some Facebook posts.
* Mary asked what some of the wins of the Coalition have been. What are their goals? Could we invite the to the May meeting?
* The subcommittee consists of Chris, Justin and Jim. Mary would like to join. They will be meeting before the 23rd of March.

**Repor**ts

* Region 9 was not able to attend the meeting. Mary Jo included the Region 9 Archuleta County 2019 Performance Report in the board’s packet.
* The Executive Director work group will meet after the Strategic Plan is completed.
* Administration
  + Mary Jo referred the board to her report included in the packets.
  + Mary and Mary Jo gave the board an update on the Club 20 winter policy meetings including Health Care, Broadband, Business and Education.
* The next strategic planning session is on Monday, March 23 from 9 a.m. – noon.
* Rich Lindblad is retiring for good and moving full time to Tucson. The SBDC and Mary Jo are working on giving Rich a little going away party. Perhaps it can be at one of the CDC meetings.
* Pagosa Massage and Body, a new business in the Country Center, is having a grand opening on Saturday, March 14.

Neal moved to adjourn the meeting, Jim seconded. With no further business, the meeting was adjourned at 6:58 p.m.