

Sundance Chamber of Commerce Meeting  
SSB Board Room  
April 19, 2022

Attendance:

Sheryl Klocker, President; Dave Cromes, Vice President; Andy Miller, Treasurer; Jamie Jessen, Admin Assistant; Bruce Speidel, At-Large Member; Elsie Hix, Dirt Road Radio; Chris Donnelly, Range; & Jessica Kuipers, Range.

11:33 am Sheryl called the meeting to order.

Administrative:

- Minutes
  - o One change: Elsie's name and business are wrong, Jamie will correct. Andy motioned to approve, Elsie 2<sup>nd</sup>. Approved with change.
- Treasurer's Report
  - o Billed out for the Visitor Guide, \$4000 came in for member income last month, almost \$14,000 has come in this year for membership. 75-80% has been collected.
  - o There are still 2 accounts, and we need to finalize the combination of Sundance Downtown Business Association.
  - o Jamie motioned to approve, Dave 2<sup>nd</sup>. Approved as presented.
- Admin Report
  - o Andy motioned to add another 10 hour block of web time with Waves Web Design, Dave seconded. Motion passed.
  - o Dave is interested in the adults shirts at a clearance place.
  - o Social Media Class for businesses by Range at no cost. Jamie will reach out to the members to see if there is interests and a time of day that would work.
  - o Andy mentioned a possible class on Cyber Security.

New Business:

- Moves in the Park
  - o 9 planned shows with a back up showing. June 14 – Aug 9.
  - o Food vendors reach out to vendors.
  - o Talk to precorp to install an amp plug for food trucks.
  - o Concession stand is still in play to find a group willing to run that.
  - o Possibly work with a different company, Criterion?
  - o FB Vote for the next movie.
  - o \$500 weekly sponsorships, including joining sponsorships. (9 week sponsors)
    - Put their banner up and hand outs. Their ads would be on facebook and newspaper.
    - Let the radio know.
  - o Park is reserved for those nights. Splash pad, and sprinklers turned off.
  - o If we can't find someone to run the concession stands then the board members will run.
  - o First Sponsors will be Dave and Jill Hartman. Range and SSB are also interested.
  - o Sponsorship form, Andy and Jamie will make it.
  - o Alcohol sales, will they be available? No alcohol sales will be available.

- Jessica will help with event branding.
- Beer Festival
  - Andy met with Amanda & Stephanie.
    - Concerns with employment responsibilities.
    - They are going to pass.
  - Voted to cancel Beer Festival for this year and for going forward, but try to keep Winter Festival going. Andy motioned, Dave seconded, motion passed.
  - Maybe do a BBQ festival, or a trail run? We need a committee to talk about ideas on things that can happen. Off season activity ideas.

Old Business:

- Visitor Guide
  - \$15,000 in ad sales.
  - Promotion Board isn't going to push for the 4% lodging tax, so the majority of lodging funds will go down. We used to get 10% that came to Sundance and we would need to fight for that 10% to come back to us.
- Ribbon Cutting
  - Uncle Louise's May 5<sup>th</sup> at 5pm.

Meeting adjourned at 12:47 pm

Next meeting will be May 17, 11:30, at the SSB Board Room