

**POWELL COUNTY CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING**

Minutes are from the May 3rd, 2012 meeting held at 12 noon at the Broken Arrow Steakhouse.

Those present: Bob Toole, Dave Williams, Julia Brewer, Marge Bloomquist, Jim Cameron, Darryl Barton, Tina Schowengerdt.

Also present: Julie Croglio, Betty Hadley and Shirley Cortright.

Bob called the meeting to order at 12:07 p.m.

- **Adoption of Minutes for April** – A motion to accept the minutes as presented for April 2012 was put forward by Julia, seconded by Marge. Motion passed.
- **Adoption of Minutes for March** – A motion to accept the minutes as presented for March 2012 was put forward by Julia, seconded by Tina. Motion passed.
- **Adoption of Minutes for February** – A motion to accept the minutes as presented for February 2012 was put forward by Julia, seconded by Tina. Motion passed

- **Secretary's Report** – Chamber membership stands at 76. Office inquiries were at 66 for April, down 10 from March. 20 Phone inquiries (-10), 8 emails (-2) and 38 office visits (up 2). 2 visitor packs mailed out. Website numbers were down on the previous month at 51,590 hits, 15,247 page views and 4,138 unique visitors. Document / pdf downloads were 656 (-127). The March numbers had increased by a large amount, so April's numbers were back in line with other month's.

Dave talked about his visit to the Governor's Conference in Great Falls in April. Attended several workshops including 'Travel & Tourism Outlook for 2012', 'Building Your Brand, One Story at a Time', a pretty inspirational talk about how to get your message across by telling a story, making it more personal. Went to 2 'Social Media Training' workshops which emphasized how many more hours were needed each week on Facebook, Twitter, etc. 'Brand USA', a new advertising campaign and website which promotes tourism to the US for International & Overseas visitors. Dave thought the Conference was a very good information gathering event, just need to put the information to good use.

Last week, Dave and Bob attended a Branding Workshop at Fairmont, organized by the MT Office of Tourism, Mercury CSS and Gold West Country. Both found it very useful. Formed into teams and formulated itineraries for visitors to do, over 1, 2 or 3 days.

Territorial Days flyers sent out to Vendors and Show N Shine participants, also available for download on the website. 11 vendors and 2 cars signed up to date. Dave proposed that we ask the banks to insert flyers into statements, and this was agreed to. Bob also spoke about the Branding workshop, including about joining a conversation, not creating one from new. Add new photos, stories, etc. to existing blogs, etc. The chamber needs to get itineraries printed and made available. Betty asked if that was something that the Draft Horse Expo could make use of, and Dave said yes.

- **Main Street Beautification** – Bob had been contacted by Ed Hebbe about a new tree to replace a dead one on Main Street. Bob talked to the Mayor, and Mary Ann Frayley suggested they pay \$45 towards the cost, and the Chamber pays \$45. Discussion followed on the ownership and responsibilities on the trees. Tina made a motion for her to approach the City about them setting up an 'adopt a tree' process for future tree maintenance and replacement. Darryl seconded. Jim made a motion that the Chamber spends \$45 for the new tree, with the City taking on responsibility in the future. Julia seconded the motion. Motion passed. Darryl asked if the Rotary donations for Beautification came to the Chamber or the City. Dave said the Chamber has not received any donations from Rotary.

- **Territorial Days** – T was unable to be present, so Bob spoke about hiring the band, 'Crossfire'? A future meeting will assign who is doing what on the day. Dave talked about the first committee meeting suggestions, about the parade honoring the Iraq war veterans. Bob said that he could find no local interest. Discussion followed. Jim talked about the returning vets suffering from PTSD, and maybe contacting the Veterans over at Fort Harrison. Dave had spoken with the National Guard about their

events team coming with a rock wall or assault course, or join the parade in a Humvee or other vehicle.

- **Other Business** – Bob announced that the mural is going to be painted, Ron has been able to solicit funds. Insurance could be added as a rider to the Chamber policy as a co-sponsor without additional cost, according to Cheryl Rosling. Julia made a motion to add a rider to our insurance policy to cover the painting of the mural. Tina 2nd. Motion carried.

- **Grant-Kohrs Ranch** – Julie said that things are going well, the 1st round of seasonal training and interpretive programs are up and running. Started calving, 5 are on the ground and can be seen by the big red barn. Junior Rangers Day had 75 turn up, good turnout for an April day.

- **Old Prison Museums** – Julia said that from May 21st they go to seven days a week, from 8 am till 6 pm, with all museums open. School tour numbers are up, and the new raffle car is down at the Visitors Center. On June 2nd they are still planning on having ‘Cold Hard Cash’ perform in the Prison Yard. Free entry to Museums for anyone who buys a show ticket. Darryl spoke about a festival planned for September to be held in the Prison Yard. The Clark Fork River Festival takes place during the last weekend in September. On Friday there will be a Clark Fork River Watershed Program, with kids from Drummond, Deer Lodge, Avon, Elliston, Philipsburg coming to Deer Lodge. On Saturday there will be a family event in the Old Prison with free admission, vendors, fly-tying exhibits, etc. In the evening there would be a band. A Wildlife Film Festival is also planned at the Rialto. Darryl asked if the Chamber has a vendor list, and is it available? Dave will send the list that we use for the Jaywalkers Jamboree to Ted Dodge. The event can be posted on the Chamber website. Jim suggested Wes Haar for the band. Julia said the Yard Sale will not take place on the 12th of May, but may be held the weekend of the Gun Show, at Cottonwood City. Betty asked about the opening date for Powell County Museum, Julia suggested the Memorial Day weekend.

- **Draft Horse Expo** - Betty said they are working on getting six 6-horse hitches to come. Interest is already beginning to build up. Feeling positive about this year’s event.

- **Other Business** – Shirley said there is a grant available specific to on-the-job training, for the long time unemployed. Not as many one-on-one interviews as expected. Job openings are fairly high.

A motion to adjourn was made by Marge, seconded by Julia. Motion passed and the meeting was adjourned at 1:05 p.m.