

East Mountain Chamber of Commerce
Board Meeting Minutes
April 11, 2010

Meeting was called to order at 11:40 am by President Jeff Burdette.

Present: Jeff Burdette, Susan Walker, Deea Emmons, Mary Martinez, Paul Mendoza, and Carolyn Hocke

Absent: Peggy Moeller Mead

Agenda Item I. Guest Speaker, Janice Jones-State Representative- Running for Governor

Discussed the States need for change such as Education, Tax Policy, Business Sustainability, Ethical Delinquency, use of Resources (Natural Gas, Oil, Wind, Coal, Solar, Nuclear, private sector is ready the infrastructure is not.), Pit Rule Repeal, Budget, boarder and communication ability for Boarder Patrol. Representative Jones has 8 years of service as a Representative and she asked that we look at her voting record and support her in this election.

Agenda Item II. Guest Speaker - Myra Pancrazio - Director of EVEDA

Mr. Paul Mendoza who has been a member of AVEDA for the past 8 months introduced the Director. Estancia Valley Economic Development Association servicing Torrance and Santa Fe counties. EVEDA assists businesses and communities in locating dollars through grants and/or investors for community projects, Chambers, sales and marketing for businesses. Currently the membership is at 55 members. They have assisted SASS, Sierra Blanca Brewery, etc. EVEDA sells and markets this region. Contact info 505-832-5428 or 505-252-0252 or director@evedanm.com - www.eveda.com

Agenda Item III - Misty Miller and Kristen Thompson of SASS

With 90,000 members SASS is one of the fastest growing sports. SASS is the single action shooting society for cowgirls and cowboys. The local members shoot once per month at the Founder's Ranch that has an Old West Town and 3 events are held at the Ranch annually. The "End of Trail" is a 10-day event in June with a 2 million boost to the local economy. This event is in need of more vendor booths. SASS is asking you to advertise in their monthly magazine, an international publication with 35000 copies per month. You may also advertise in the event flyers, booths are \$300.00 June 21-27th are 10' x 10' SASS provides tent, table and chairs. Admission is \$8.00 per adult, children 12 and under are free, local \$2.00 off coupons are available. The "Stampede" is a 3-day event for the public and the booths are \$100.00 no services provided. Chamber members are further discounted. Please contact Misty or Kristen for more information at 505-843-1320 or 1-877-411-SASS or www.sassnet.com

Agenda Item IV -

The approximate earnings for Breakfast With Santa is \$700.00. There were 600 to 800 people in attendance. This event is executed through 100% donations. Discussed using the ticketing system next year to clarify how many individuals purchased a meal. The event has collected \$347.00 and expects another \$672.00 from donations. Next year the event needs to focus on the venue itself and the clean up after the event as there were only 4 people after the event for clean up. They did

not leave the building until 530pm-600pm. Mr. Mendoza suggested paying Los Vecinos \$100.00 for clean up. He is open to suggestions, ideas or to answer any questions members might have. Discussed photographer and his costs. The photographer takes 80% from the charge to visit with Santa. At 80% he earned \$968.00 for this event. Chamber members **Agenda Item V President's**

Report

- Welcomed the Chamber's newest Member Steve Most. Steve is a photographer and took the photos for Breakfast with Santa.
- Welcomed our newest Chamber Board Members; Mary Martinez and Carolyn Hocke
- Please contact President Burdette if you would like to volunteer to man the Visitor's Center on Wednesday's.
- East Mountain Celebration is Sunday, May 23rd 2010 at Los Vecinos from noon to 400pm there will be music, games, movies and free booths. The event is in need of sponsors.

New Business

- Drawing Member of the Month- Sam's
- Ellen Ashcraft - Publicity - Deadline for Chamber Voice news article is April 15^h, 2010. Please submit all photos, information etc. to Ellen.
- Affiliate Membership - The multi-membership is \$190.00, \$100.00 to your home Chamber and \$90.00 for the remaining 3 Chambers.

Announcements

- Lobo's East Mountain Community Night May 20th, 2010- Discounted tickets \$7.00, deadline is May 12, 2010.
- Deadline for the Telegraph is 4/16/2010
- Flea Market 4/24/2010 off of N-14 Methodist's Church.
- Betty Miller needs additional volunteers for the Adult Literacy Program. Training this June.
- Cid Morgan gave a reminder that the spring's winds are here and the fire risk will increase. Have a plan.
- **Recycling bins are available for bottles and cans, please recycle.**

Meeting **adjourned** at 1:10pm