



**Deming Luna County Chamber of Commerce Board Meeting Minutes
January 24, 2023, 12:00 PM – Location: Rio Mimbres Country Club**

Board Members in attendance: Cynthia Galindo, Ashlea Crumley, Genae Cordell, Sylvana Gutierrez, Rosela Nanez, Carol Ness, Diana Novelo, Barbara Reedy, Didi Saltzman, Teresa Sanchez

Employees in attendance: Executive Director, Debbie Troyer, Executive Assistant Tarcia Rebeiz

Board Members not in attendance: Heather Lutz, Elisa Galindo, Eric Roach

1) Pledge of Allegiance

2) Call to Order: 12:06 pm

3) Adoption of the Agenda: Motion to approve by Nim Manriquez, 2nd motion by Teresa Sanchez; All in favor.

4) Approval of Minutes:

November 2022 Minutes Motion to approve by Didi Saltzman, 2nd motion to approve by Teresa Sanchez; All in favor. (there was no December meeting)

5) Treasurer's Report - Didi Saltzman

November/December 2022 Financials- Motion to approve by Teresa Sanchez, 2nd motion by Diana Novelo; All in favor.

Assessor's Report filed by Galindo Patterson was missing from packet and will be added to February's agenda.

Note from Elisa Galindo, Treasurer and CPA, "We ended the year positive, just barely, profit of \$443. Our investment loss of \$4,281 is reflected, it's not a realized loss until we withdraw the funds, we just have to be patient with the market and we'll soon see gains again". On a positive note: Checking account balance is \$51k, \$5,021 more than last year.

When reviewing the 5-year comparison, you can see our revenue has increased over the years, member dues are higher than they have been, Lemonade Day made us quite a bit of income as well. Payroll is higher than any other year, but the growth in income helped sustain the increase.

Our budget to actual showed a variance of only \$456, vendor dues were almost exactly what we budgeted, I was worried about the payroll but we were below budget by \$360.”

6) Report of President – Cynthia Galindo

Cynthia welcomed the entire board of directors and thanked them for volunteering and showing interest in their community. Each board member and employee introduced themselves briefly.

“Board Buddies” were announced as:

- Ashlea Crumley with Teresa Sanchez
- Genae Cordell with Didi Saltzman
- Diana Novelo with Cynthia Galindo
- Rosela Nanez with Heather Lutz
- Barbara Reedy with Nim Manriquez

The brand-new Onboarding Manuals and yearly Director’s Handbooks were distributed. All board members present signed and acknowledged receipt of said binders.

Name badges were also distributed to the new board members. Debbie asked that these be worn when attending *Ribbon Cuttings* and *Hello Thursday Networking* events.

Cynthia asked that board members bring their binders to each meeting. Debbie commented that board members should feel free to “mark up or highlight” as needed.

Motion to approve by Nim Manriquez, 2nd motion to approve by Didi Saltzman; All in favor

7) Report of Banquet/Murder Mystery Committee – Nim Manriquez and Debbie Troyer

Debbie explained the reason for March gala’s moving forward and recapped the gala contracts signed to date as well as the general plan of the March 11, 2023 Murder Mystery Dinner Gala.

The committee was established and consists of Cynthia, Nim, Didi, Teresa, Carol, Genae, Ashlea, Rosela, Diana, Barbara, Debbie and Tarcia.

Debbie also asked that all board members help with gaining sponsorship and selling tickets. Tarcia distributed ten-tickets to each to start.

Cynthia stated that each board member should provide a minimum of two auction items ready to go; basket wrapped for example.

Debbie asked for a volunteer or actor/actress recommendations for the Murder Mystery and stated she would like to turn this portion over.

8) Old Business – Debbie Troyer

Passport to Fun recap. Game ends January 31, 2023. Debbie discussed the difficulty in knowing how well the branding and game benefits the sponsors and business stops, but stated it’s a great marketing tool since 2,000 books are printed and browsed through over the course of 3-months.

The game is open to the public and books are still available at the chamber.

Debbie explained that the *Shop Local Campaign* fun photo's, stickers, and shop local tote bags are promoted November through December and paid for by the *Passport to Fun* game.

Member invoices for 2023 have brought in \$29,339 to date.

9) New Business – Debbie Troyer

Marketing Made Simple, the new marketing offer made to members, costs \$225 and currently has 5-members.

The Deming Headlight has added a *Chamber Chat* column to their paper which typically runs on Friday's

Lemonade Day Luna recap: a Lemmy Volunteer is needed, In-kind trade work for newspaper and radio ads has been established, sponsors are needed. Help from all board members to gain sponsorship is appreciated. Debbie stated she fears this will be harder than usual with the large increase in natural gas prices.

The Lemon Council was established and includes Ashlea, Rosella, Genae, Teresa, Barbara, Cynthia, Nim, Debbie and Tarcia.

Rebecca Lescombes has agreed to be *The Champion* again this year and to date all businesses involved in partnering programs and events, plus the Deming Public Schools will be participating.

10) Social Reporting & Courtesy Assistance & Events – Tarcia Rebeiz

Handout was read and explained. Tarcia pointed out that Business Wellness Checks have been added to the report; Debbie interjected and gave a brief description of what these are all about.

11) Meeting Adjourned: Motioned to adjourn by Nim Manriquez, 2nd motion by Diana Novelo; All in favor. Meeting adjourned at 1:15PM pm

**Next Meeting February 28, 2023, 12:00 PM
Rio Mimbres Country Club, 2500 E Pine St., Deming NM**

Mission Statement:

Our mission is dedicated to growing and promoting business and organizations that bring together people, ideas and community to advocate, educate and support our business organizations.

Your Business is Our Business!