

Regular Meeting Minutes | Tuesday, February 13, 2018 | 7:00 a.m.

Windsor Hotel | Del Norte

**Attendees:** Bernadette Martinez, Marty Asplin, Stan Moyer, Traci Holmes, Jim Clare, Andrea Oaks-Jaramillo, Gene Glover, Pam Bricker, Joelle Boos-Medina, Suzanne Bothell, Linda Robinson, Earl Robinson, Shon Davis, Raleigh Burt, Forrest Neuerburg, Lyndsie Ferrell, Gene Farish, Joe Schlabach, Lee Swenson, Eric Burt, Brent Logan, and Bonnie Asplin

- I. **Call to Order** 7:19 a.m. by Vice President, Andrea Oaks-Jaramillo
- II. **Present Agenda:** no objections voiced
- III. **Minutes of the January 9, 2018 meeting:** M/S for approval by Bonnie Asplin/Jim Clare; approved.
- IV. **Treasurer's Report:** Linda Robinson reported the account balance to be \$91,957.81  
M/S for approval by Forrest Neuerburg/Jim Clare; approved.
- V. **Director's Report:**
  - a. SLV Hemp Works manufacturing operations and Ag Conference consultations and assistance.
  - b. Worked with South Fork Chamber's 12 months of Customer Service Program Speakers
  - c. Completed entries on business data sheets with information from Town of Del Norte
  - d. Updated URGED website with BOD members and officers, several links, etc.
  - e. Sent out Investor Member thank you letters with change of address
  - f. Communications with TSJC; miscellaneous grant work; letters of support; Talent Pipeline Report 2017. M/S for approval by Gene Glover/Kathy Rogers; approved.
- VI. **Business:**
  - a. Regular Meeting Program 2018. Still need to fill a couple of spots. October/November open. Think of people that would make a good presentation and send to Marty.
  - b. One example of Economic Development is at the Ag Conference. SLV Hemp brought in everything you ever needed to know about hemp. Information you needed to discuss agronomics, fertilizers, how to grow the product. Power Zone was there to discuss machines to harvest hemp. Everything needed to get the initial product to retail level. Largest attendance of any Ag Conference. Power Zone received a call from Italy to purchase a machine. Calls were being made within 48 hours of presentation.
- VII. **Program:** Raleigh Burt from Kristi Mountain Sports, gave the presentation. Kristi Mountain Sports started off as a Mom and Pop show. Eric and Lisa Burt took it over in 1983. Originally a ski shop in Alamosa, they diversified it into bikes, hiking equipment, and apparel in the early 1990's. They started advertising outside the Valley, which created a huge increase in business. As the Great Sand Dunes became a National Park, they began renting sandboards to families. In 2016 they opened a second store in Del Norte.

Due to economic development from trail infrastructure, the Del Norte store was justified. What they are hearing is that our trails are comparable to Moab with less people. People are tired of going to Moab as it is becoming a rat race, and they can get an equal experience here in the San Luis Valley.

The Tour Divide Bike route runs from Canada to Mexico. It's a modified road bike trip that takes 2-3 months to complete. The route comes down Highway 112 through Del Norte. This provide them a huge opportunity to service bikes and sell food and equipment. They see a lot of opportunity due to Front Range pace and congestion. The Valley is becoming a place to relocate to.

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The Outdoor Retailer Show moved from Utah to Denver last year because of public land management and Colorado state's support of public lands use. This organizational move to Colorado will impact the SLV. KMS was invited to a round table discussion as part of the first year's show.

KMS continues to partner with the Del Norte Trail Showcase, which brings bike and outdoor industry insiders to Del Norte to experience the Valley's trails. This has resulted in articles in many outdoor publications, both print and digital. These articles have directly influenced greater visitation to our region. They expect this year's showcase to continue that trend.

KMS and Del Norte Trails purchased the "12 Hours of Penitence" endurance bike race to make it Valley-owned. 2017 saw 98 racers and an additional 130 racer support people. 80% of these people were not from the SLV. KMS is encouraged that many are planning on attending again this year. They hope to maximize the BLM rider limit of 150 riders.

KMS's focus is on tourism; people want to play outside and SLV has the playground. Our job is to get the dollars into URG/SLV.

Questions and Answers followed.

VIII. **Regular Reports:**

- a) *Rio Grande County* – Slow time of year. Working on our annual plan in conjunction with the Forest Service fire plan. Museum has been closed due to a water pipe breaking.
- b) *Del Norte* – Election April 5<sup>th</sup> for 3 seats. Two of five candidates are new. The town office continues to be inundated with land use questions, many from people coming from Salida who wish to build in Del Norte. Moving forward on Del Norte Co-Op. The new roof will cost \$1.6 million. Started talks with Rio Grande County on new school traffic studies. February 15<sup>th</sup> town will be hosting a forum regarding the downtown beautification. Moving forward on sewer project.
- c) *Monte Vista* – Planning with city council. Neighborhood watch has been rejuvenated. Jim Clare proposing a rural watch. Monte police are having successes in dealing with local crime. Ag Conference had a great turnout, the space was filled, and the vendors were very happy. Crane Festival is coming up March 9 – 11. All tour buses are reserved with RSVP's from outside the Valley. The City is working with an economic development consultant, focusing on business retention and expansion. The city continues working with the county on the Homelake Wastewater Plant. The city is planning to extend Lariat Road up to Big R.
- d) *Saguache* – Long town board meeting with the new board and mayor.
- e) *Alamosa* – The ice rink opened up January 30<sup>th</sup> in its amazing complex. Adams State University board voted to place Dr. McClure on Administrative Leave.

IX. **Next Meeting:** March 13, 2018, at 7:00 a.m., at the Windsor.

X. **Program:** John DiAntonio, Executive Director of the Creede Repertory Theatre

XI. **Adjourn:** 8:13 a.m. Respectfully submitted, Linda Robinson