

**Annual Meeting Agenda**  
**June 25, 2021, 5:30 – 7:00 PM**  
**D.H. Lescombes Winery**



Welcome – Bruce Ashburn, Chamber President

- Presentation of Board Members
  - Bruce Ashburn, PNM, **President**
  - Randi Morrow, D.H. Lescombes Winery & Tasting Room, **Vice – President**
  - Galen Gomez, First Assembly of God, **Secretary**
  - Cassie Arias-Ward, Deming-Luna County Economic Development
  - Frank Christensen, Sun Country Realtors
  - Cynthia Galindo, Copper Kettle Coffee
  - Sylvana Gutierrez, Yoya’s Market / Bar & Grill
  - Tamara Hand, Mimbres Memorial Hospital
  - Carol Ness, American Magnesium
  - Teresa Sanchez, First New Mexico Bank
  - Heather Seats, Luna County Road Department
  - Didi Saltzman, UNM Office of Medical Investigations
  - Cathey Tyree - Smith, International House of Pancakes
- Additional Advisors
  - Elisa Galindo, Galindo, Patterson & Associates PA, **Treasurer**
  - Vicki Chavez, Superintendent of Deming Public Schools, **Advisor to the Board**
- Presentation of Leadership
  - Debbie Troyer, **Executive Director**
  - Review 2020/2021
  - Membership Benefits
  - Committee Volunteers always welcome
- Annual Financial Review –by Heather Seats
- Presentation of “Best of Kingdom of the Sun” Winners by Greg Morrow
- Conclusion – Bruce Ashburn

**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.**

# Annual Recap

Dated 6/25/2021

<b>YEARLY TOTALS</b>	2020	2021
<b>Members Strong</b>	205	270
<b>Facebook Followers</b>	1,886	2,469
<b>Instagram Followers</b>	unknown	244
<b>Email Subscribers</b>	1,082	1,586
<b>Open Rate of</b>	42%	39% avg
<b>YouTube Subscribers</b>	0	40
<b>Chamber Website Results:</b>		
<b>Business Directory Search</b>	564	12,281
<b>Event Calendar Page Views</b>	17,512	2,257
<b>Hot Deal Searches</b>	22	726
<b>Member Page Views</b>	37,956	35,993
<b>Ribbon Cutting</b>	1	3
<b>Member YouTube Channel</b>	0	19
<b>Logo's Created</b>	unknown	14
<b>Flyer's Created</b>	unknown	165
<b>Video's Created</b>	unknown	15
<b>Radio Ads Created</b>	unknown	12
<b>Grants Received</b>	1	2
<b>1-MONTH TOTAL</b>		
		June 2021
<b>A Guide to Deming Total Views</b>	423	492
<b>Google My Business Views</b>	unknown	1,200
<b>YouTube Views</b>	0	212
<b>Website Rebuild</b>		Complete
<b>PAST EVENTS</b>		
<ul style="list-style-type: none"> <li>• Tharp's Flowers Anniversary Celebration</li> <li>• Deming has Heart Valentine's Day Give-A-Way, winner Hearts for Autism</li> <li>• St. Patrick's Day Give-A-Way, Winners Jill and Cheryl</li> <li>• International Day of Awesomeness Give-A-Way, winner Luna County Parents as Teachers</li> <li>• Make Lunch Count Day Give-A-Way, winner Benji's Mexican Restaurant</li> <li>• March Madness Membership Drive</li> </ul>		
<b>UPCOMING PARTNERSHPS</b>		
<ul style="list-style-type: none"> <li>• National Night Out 8/3/21 hosted by Deming Luna County Mainstreet Program</li> <li>• Remembering 9/11/21 hosted by Luna County Teen Court/DWI Prevention</li> <li>• June 30<sup>th</sup> Job Fair hosted by Deming Luna Economics &amp; Development, your Chamber of Commerce, the City of Deming, Luna County, and Deming Luna Mainstreet Program</li> </ul>		

## **UPCOMING EVENTS**

The Annual Chamber Gala is scheduled for 1/22/2022

CGI Communications Community Project – Video Shoot in August

## **INVOLVEMENT**

- Business Disposable Mask Distribution
- Census Work
- Sponsorship in Light Up Downtown Contest
- Judge Beach and his \$1,000 Donation to Silver Linings
- SWNMCOG Training Certified
- City of Deming Commission Meetings
- Luna County Commission Meetings
- Silver Spikes Meetings
- NM Chamber Group Meetings
- Hazard Mitigation Planning

## **BENEFITS OF MEMBERSHIP**

- Weekly Newsletter Posting
- Social Media: Facebook & Instagram
- YouTube Channel
- Member Spotlight
- Ribbon Cutting Ceremonies with Video
- Learning
- Radio Ad on local KDEM; Recorded by Greg Morrow
- Website Presence: Events Calendar, Job Posting, Hot Deals
- Listing on the Chamber Directory page
- A Guide to Deming: Listing and Event Calendar
- Referrals
- Access to Chamber staff for assistance with issues involving the city such as business license challenges, helping to navigate the permit process, small business information contacts, etc
- Advocacy and representation at the city, state, and local levels
- Sponsorship opportunities
- Networking
- Supporting your business community

**DEMING-LUNA COUNTY CHAMBER OF COMMERCE**  
**STATEMENT OF REVENUE AND EXPENSES-TAX BASIS**  
**Five Year Comparison**

	4 Months Ended April 30, 2021	4 Months Ended April 30, 2020	4 Months Ended April 30, 2019	4 Months Ended April 30, 2018	4 Months Ended April 30, 2017
<b>Revenue</b>					
DONATIONS	4,254.00	0.00	0.00	0.00	0.00
OTHER INCOME	10,945.00	82.87	0.00	6,751.80	1,346.86
GIFT SHOP & SOUVENIR SALES	72.15	128.00	349.08	412.98	835.50
INTEREST INCOME	51.85	93.76	424.93	4.57	97.88
MEMBER DUJES	22,018.89	22,642.71	20,756.62	30,458.80	27,657.17
CHANGE IN VALUE ON INVESTMENTS	(140.02)	(340.42)	165.00	0.00	0.00
GOVERNMENT FUNDS	0.00	500.00	1,500.00	0.00	0.00
GRANT INCOME	0.00	2,000.00	0.00	0.00	0.00
<b>Total Revenue</b>	<u>37,201.87</u>	<u>25,106.92</u>	<u>23,195.63</u>	<u>37,628.15</u>	<u>29,937.41</u>
<b>Gross Profit</b>	<u>37,201.87</u>	<u>25,106.92</u>	<u>23,195.63</u>	<u>37,628.15</u>	<u>29,937.41</u>
<b>Operating Expenses</b>					
BANK FEES	20.00	0.00	0.00	0.00	71.75
BUSINESS INSURANCE	0.00	0.00	608.00	0.00	0.00
BUSINESS LICENSES & FEES	0.00	10.00	0.00	0.00	0.00
LEGAL & ACCOUNTING EXPENSE	324.75	308.51	281.45	0.00	269.69
MANAGEMENT FEES	0.00	0.00	0.00	384.00	6,840.00
OFFICE EQUIPMENT MAINTENANCE	0.00	0.00	0.00	0.00	118.66
OFFICE SUPPLIES	1,224.72	720.18	931.87	1,862.67	870.16
POSTAGE	125.00	69.30	105.00	171.68	94.00
SEMINARS & TRAINING	0.00	317.12	834.11	35.78	0.00
TELEPHONE	220.50	0.00	0.00	0.00	0.00
CHAMBER ADMIN & OFFICE EXPENSE	162.26	0.00	10.00	0.00	0.00
ADVERTISING	204.03	0.00	251.54	0.00	2,708.72
MEMBERSHIP EXPENSE	150.00	0.00	340.00	0.00	535.84
CIRCUS EXPENSE	0.00	0.00	0.00	211.09	0.00
SPECIAL EVENTS EXPENSE	0.00	0.00	0.00	0.00	2,304.10
PAYROLL	11,076.96	14,256.50	11,789.50	11,411.25	5,473.50
PAYROLL TAXES	1,024.39	1,204.63	1,001.25	1,030.13	455.52
UTILITIES	62.29	0.00	0.00	0.00	0.00
GIFT SHOP AND SOUVENIR PURCHASES	0.00	0.00	279.21	0.00	226.79
SCHOLARSHIP FUND	0.00	0.00	0.00	0.00	275.00
OTHER EVENTS/MISC	0.00	253.86	0.00	1,218.58	0.00
<b>Total Operating Expenses</b>	<u>14,594.90</u>	<u>17,140.10</u>	<u>16,431.93</u>	<u>16,325.18</u>	<u>20,243.73</u>
<b>Operating Income (Loss)</b>	<u>22,606.97</u>	<u>7,966.82</u>	<u>6,763.70</u>	<u>21,302.97</u>	<u>9,693.68</u>

**DEMING-LUNA COUNTY CHAMBER OF COMMERCE**  
**STATEMENT OF REVENUE AND EXPENSES-TAX BASIS**  
**Five Year Comparison**

	4 Months Ended April 30, 2021	4 Months Ended April 30, 2020	4 Months Ended April 30, 2019	4 Months Ended April 30, 2018	4 Months Ended April 30, 2017
<b>Other Revenue (Expenses)</b>					
BANQUET INCOME	0.00	0.00	14,802.92	21,857.97	22,480.99
BANQUET INCOME-2020	0.00	20,609.56	0.00	0.00	0.00
ANNUAL BANQUET EXPENSE	0.00	0.00	(9,565.31)	(12,241.45)	(12,946.85)
BANQUET EXPENSE-2020	0.00	(11,564.98)	0.00	0.00	0.00
<b>Total Other Revenue (Expenses)</b>	<u>0.00</u>	<u>9,044.58</u>	<u>5,237.61</u>	<u>9,626.52</u>	<u>9,534.14</u>
<b>Net Revenue (Loss) Before Taxes</b>	<u>22,606.97</u>	<u>17,011.40</u>	<u>12,001.31</u>	<u>30,929.49</u>	<u>19,227.82</u>
<b>Net Revenue (Loss)</b>	<u>\$ 22,606.97</u>	<u>\$ 17,011.40</u>	<u>\$ 12,001.31</u>	<u>\$ 30,929.49</u>	<u>\$ 19,227.82</u>

BOD Standing Committees											5/7/2021		
Board Member	Banquet	Ways & Means	Budget	Executive	Personnel	Nominating	Policy	Membership & Dues	Bylaws	Financial Review	Candidate Forum	Ad hoc	
Bylaws	Section 3.6.a	Section 3.6.b	Section 3.6.c	Section 3.6.d	Section 3.6.e	Section 3.5.1	Section 3.5.g	Section 3.5.h	Section 3.5.i	Section 3.5.j		Established by the President	
Cassie Arias-Ward							X		X	X			
Bruce Ashburn	X	X	X	X President	X	X	X	X	X	X	X	*X	
Vicki Chavez					X		X		X				
Frank Christensen						X	X			X			
Galen Gomez	X	X	X		X					X			
Elisa Galindo			X	X Treasurer	X					X Treasurer			
Cynthia Galindo	X	X				X		X			X		
Sylvana Gutierrez	X	X			X			X					
Tamara Hand		X	X		X	X				X			
Randi Morrow	X Stand-In/Pres Elect			X Vice President	X Stand-In/Pres Elect								
Carol Ness	X	X						X			X		
Teresa Sanchez	X	X				X							
Didi Saltzman		X	X				X		X		X		
Heather Seats						X	X	X			X		
Cathy Tyree-Smith	X					X							
Debbie Troyer	X	X	X	X Exec Dir	X	X	X	X	X	X	X		

A committee serves as the clearinghouse for all suggestions which are referred to it by the officers and the Board of Directors, members and other concerning priorities which are or should be receiving active attention of the Chamber. Committees are action oriented.

Committee Chair (\*); all other Chair's shall be voted in by Committee Members

