

Minutes, March 11, 2022, 9:00 a.m., M-22 Store
Glen Lake Chamber of Commerce
Board of Directors

Meeting called to order by President Stephen Brotschul at 9:05 a.m.

Attendance:

Stephen Brotschul (President), Darci Ricker (Co-President) Raquel Jackson (Marketing Director), Nancy Miller (Assistant Treasurer), Mara Miller (Secretary), Directors: Rebecca Benedict, , Lizzie Gray, and Katherine Springsdorf.

Minutes, Finances, and Marketing:

Minutes: Minutes were sent out before the meeting. They will be reviewed and voted on via email. There's a little confusion on what the \$300-\$600 noted for a consultation on the website are, but Raquel explains it is to get a design/format idea update for our website.

Financial Report: TJ sent out the report via email since he was unable to attend the meeting. Our Huntington account has a balance of \$13,848.70. There are now only 23 unpaid Chamber members. Nancy volunteers to contact the rest of the member list to remind them to pay. Chamber usually pays \$2000 contribution to support the Glen Arbor bathrooms. TJ motioned via email that we should pay the amount. Nancy seconds and the motion is passed. Chamber will pay the \$2000 to support the bathrooms.

Marketing Report: Raquel charged for 5 extra hours for adding all the events. She added Shoptober, opening weekend, 4th of July and events through the holidays. Visitors have been asking for events to be posted early so that they can plan vacations. Jamie Jewel asks if we can send the business survey again. Darci says it cannot hurt to send it again.

Do we make the calendar two years out? It is decided that 18 months out is long enough. All in favor.

New Business:

1. Raquel discusses updating the website. It hasn't been updated for several years and most websites are outdated within 3 year or so. We are going to look into getting a consultation to help us figure out how to improve the website.
 - Rebecca motions to accept website updates. Darci seconds. Nancy asks if we have enough money in the account for the updates. It is decided that updates to the website are crucial and the website is one of our best tools for our members, so the motion passes to update the website.
 - We will need another vote for actual web design and coding work.
2. Nancy asks if we should look into different programs that would help us manage contacts and finances.
 - \$60/month for QuickBooks
 - ~\$56/month for Mailchimp
 - Do we look into programs that combine these features and possibly give us more?
 - Rebecca, Raquel and Nancy will form a committee to look into this.
3. Glen Arbor Sun ads
 - Job listing ad? Paid ad is \$78.
 - Price for a year of running ads.:
 - 16 issues, ad is 1 column 4 inches
 - 5% off for running ads the whole year. $(\$78*16=X)-(5\%*X)=\text{year price}$.
 - Ads for restaurant week already accounted for.
 - Ads are for members or if a business pays a small fee.
 - Stephen suggests we run 2-3 small ads. Rebecca seconds. All in favor!

Events:

1. Restaurant week: The biggest news is the push for Restaurant week which will occur April 26-May 4, 2024.
 - We plan to send out sponsorship letters to see if we can gain business support and financial assistance.
 - All participating businesses will be promoted via all the chamber advertisements for Restaurant Week.

- Which businesses have started to pay? \$100/participant. BLU paid online and Arts paid via check. GHG has been emailed. \$250 sponsorship from GFS. Stephen will contact the other vendors to see if they want to sponsor the event.
- Menus will start being released in early April.
- Yard signs:
 - 18*24 size is \$17 each. Stephen says that is too much money. Take money in versus money going out.

2. Possible Gallery Walk:

- According to The Leelanau Enterprise there was one about 2 years ago.
- Didn't seem to be overly successful, but it might be if it was better organized.

Board Business:

1. Do we want to add another board member? We could ask the new trainer in town. He showed interest in getting involved at the annual meeting.
 - One open board position. This will be listed in upcoming member newsletter.
2. Meeting minutes need better organization. Send old minutes to be added on the website.
3. TJ added chamber QuickBooks to his own current account. What will happen with our QuickBooks if TJ ever steps back from getting treasurer? Discuss further next meeting.

Meeting adjourned at 10:18 a.m.

The next regular Board meeting will occur on Monday April 8. Stephen will send out the next meeting's agenda prior to our schedule time.

Respectfully submitted,

Mara Miller, Secretary

