

Minutes, Wednesday, March 18, 2020, 10:30 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors

Meeting called to order by Co-President Connie Kroll

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Brooke Hazael-Massieux, Board members; Patricia Widmayer, Secretary to the Board (Absent: Katy Weisen, Board member)

Minutes and Finances

Minutes: Board unanimously accepted the Board of Directors Minutes of 11/25/19 with no edits or corrections.

Treasurer's report: The Treasurer reported that the Chamber has \$18,195 in the bank as of February 29, 2020, with \$7,500 in Payable Accounts Outstanding, and \$5,175 in Receivables (See separate file attached to transmission)

Items paid since the last meeting include:

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|---|---------|
| 1. Glen Arbor Township Public Garden Maintenance | \$2,000 |
| 2. Glen Arbor Garden Club Streetscape Flowers | \$ 300 |
| 3. Rockwell Art & Design Chamber Website Down Payment | \$2,500 |

The Treasurer will be checking with members who have not paid 2020 dues regarding their intentions. By consensus, the Treasurer was asked to provide flexibility, as needed, for existing members who have not yet paid annual dues. However, outstanding members who do not respond to the Treasurer's inquiry are to be dropped from the website.

Does the Chamber have a responsibility to send anything out regarding COVID-19?

DISCUSSION: A statement put on the website noting the impact of the coronavirus pandemic, emphasizing curbside/delivery available from some restaurants and grocery store, businesses still available for online orders, and encouraging gift certificate purchases. We are still here.

Marketing Director sent the new test website: <https://glcc.jameszeits.com/>

DISCUSSION: Look-and-feel up-to-date, now mobile friendly, ADA compliance and Privacy Statements incorporated:

- a. All Board members encouraged to review and comment by March 30th.
- b. Edits/remaining links completed by April 13th.
- c. Launch live April 27th.

Event reports

- A. Restaurant Week:** Brooke reported event can proceed April 24th-May 2nd if pandemic guidelines eased by April 20th. Everything pending.

B. Pumpkin Festival: Saturday, October 24 2020, 12:00-3:00, with Trick-or-Treat in the business district on Sunday, October 25 2020, 12:00-3:00.

Ongoing items from 11/25/19 meeting:

1. Megaphone authorized for purchase for Coordinator's announcements/organize events
2. Volunteer Recruitment Subcommittee (Connie, Kathy, Katie, Brooke) convene in May to identify full range of volunteers for preparation and event, including pumpkin prep, set up or event
3. Seek same donor sponsors/amounts for 2020, but ask, in addition, for each identify/contribute one volunteer to give at least 3 hours.
4. Work with Glen Lake Schools to compost pumpkins, roast seeds (?), even set up "gutting" at schools. Brooke will explore and report back.

DISCUSSION: A new musical group with greater projection/tailored play set is needed. Sue B requested that contact Jack Pine Band to perform again. Plus, new host needed for craft tables.

DISCUSSION: Brad Anderson/Anderson's IGA proposes sponsorship/launch of 5K run with Pumpkin Festival. Kathy B. will contact him. Concern is with volunteers needed or hire firm to coordinate. Chamber needs share if expected to assist with promotion, but cannot sponsor.

C. Holiday Marketplace

Ongoing item from 11/25/19 meeting:

1. Continue to reevaluate budget/fees to realize at least \$1500 return for Chamber, recognizing new setup/cleanup cost of \$350, and premium Enterprise charge for front section ads

DISCUSSION:

2. To reduce obstruction of artisan booths resulting from so many family groups coming just for Santa photos, Santa time may shift to 1:00-3:00 and seek alternative location.
3. To reduce Cider & Donut numbers immediately after Caroling/Tree Lighting (and avoid so many "sticky fingers" on artisan offerings), talk with Bonnie & Tim about alternate location/options.
4. Denied recommendation to ask PJ Party businesses to contribute \$50 each toward overall weekend marketing costs. Ask businesses to post more, rather than feature with Marketplace.

Meeting adjourned at 11:20 a.m.

Next regular Board meeting scheduled for Monday, April 6th, 2020, 9:30 a.m. online.

Agenda to include:

- Approve minutes and financial report
- Final website review
- Implications of Coronavirus orders/policies
- ARTirondack chairs auction 2020
- Restaurant Week discussion
- Consideration of proposed IGA Pumpkin Festival 5K Run

Respectfully submitted

Patricia Widmayer, Secretary to the Board

To: Glen Lake Chamber of Commerce Board
From: Larry Widmayer, Treasurer
Subject: YTD Financial Status and Cash Flow through February 29, 2020

CASH IN THE BANK ACCOUNT as of February 29th: \$18,195.

Cash in Bank Account as of January 1, 2020 \$20,150.

Cash received (credits) in January & February:

2020 Membership payments:	\$2,357.
2020 Email advertisement payments	<u>\$ 600.</u>
TOTAL CREDITS	\$2,957.

Bills paid (debits) in January & February:

Rockwell Art & Design	January invoice	\$ 440.
Rockwell Art & Design	Down Pay Web	\$ 2,500.
Glen Arbor Township	Garden Maintenance	\$ 2,000.
Rockwell Art & Design	February invoice	<u>\$ 393.</u>
TOTAL DEBITS		\$5,333.

Cash in bank as of February 29, 2020 **\$18,195.**

Accounts Payable as of February 29th:

Rockwell Art & Design	\$7,500.
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Accounts Receivable as of February 29th:

Member dues not paid by February 29 th	\$4,475.
Email Advertising	\$ 300.
2019 Sponsorships	<u>\$ 400.</u>
Total Receivables	\$5,175.

