

**Minutes, Monday, April 6, 2020, 9:30 a.m., On-line meeting
Glen Lake Chamber of Commerce
Board of Directors - APPROVED MINUTES**

Meeting called to order by Co-President Connie Kroll at 9:33 a.m. through Zoom

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Brooke Hazael-Massieux, Katy Wiesen, Board members; Patricia Widmayer, Secretary to the Board; Raquel Jackson, Marketing Director.

Minutes and Finances

Minutes: Board unanimously accepted the Board of Directors Minutes of 03/18/20 with no edits or corrections.

Treasurer's report: The Treasurer reported that the Chamber has \$19,580 in the bank as of March 31, 2020, with \$7,500 in Payable Accounts Outstanding (balance for the new website), and \$3,925 in Receivables (See separate file attached to transmission)

The Treasurer, since the last Board meeting, contacted members who have not paid 2020 dues regarding their intentions, with \$1,684 received, and \$2,375 still outstanding. The Treasurer has established flexibility for existing members who are unable to pay immediately due to the financial situation. However, outstanding members who do not respond to the Treasurer's inquiry are to be dropped from the website.

It is the Treasurer's intention, along with the Marketing Director, to contact all members who lapsed in 2016 to encourage renewal now that there is a new website with greater reach/SEO and mobile-friendly. They will not be listed in the Directory or other landing pages unless they renew.

The Financial report was accepted unanimously, with the reminder that this must be a frugal year as no further revenues expected.

ACTION: The Treasurer was authorized to secure a debit card from Huntington Bank in order to pay such items as a subscription for the Events Calendar plugin.

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

ACTION: The Board asked the Marketing Director to post/share on all appropriate platforms/newsletter/announcements.

- a. Information/applications for the SBA Disaster Loan and the Payroll Protection Program;

- b. Leelanau/Benzie Health Director's Emergency Order to protect staff and customers regarding social distancing procedures required of businesses open in the county as "essential services";
- c. General request that all 2 nd homeowners/others traveling to the County from other locations self-quarantine for 14 days and use "essential services" remotely
- d. Encourage everyone to adhere to the StayHome StaySafe order to bend the curve (e.g. grocery store online, hardware curb service and restaurants offering take-out) rather than circulating in the county. Every person has the responsibility to protect others, and could be a "spreader."

Marketing Director opened discussion regarding the new test website

Development site located at (<https://glcc.jameszeits.com/>)

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

- a. Some broken links such as Restaurants need to be fixed;
- b. All Board members encouraged to review and comment this week;
- c. Alt Tags will be entered for ADA compliance before launch.
- d. Edits/remaining links completed by April 15 th .
- e. Launch live April 27 th , and review for any additional edits at next meeting.

Event reports

- a. Restaurant Week: Brooke reported that Restaurant Week is cancelled for April due to coronavirus pandemic, and rescheduled for early November. Brooke will consult with the restaurants to determine a specific week, report back at the next meeting. Suggestion for linking with shopping opportunities to begin the holiday season will be explored.
- b. ARTirondack Chair Project Sue reported that it is not realistic to promote this year due to the pandemic Stay Home order. Logistically, cannot carry out later in the season, and businesses are not able to afford it or find artists for June. Katy W. suggested that a new concept should be explored for a 2021 fundraiser.
- c. Pumpkin Festival 5K/Fun Run: Kathy B, after a conversation with Brad Anderson/Anderson's IGA regarding sponsorship/launch of 5K run with Pumpkin Festival, decided that he will pass. It is much too complicated – with liabilities, work with the County Emergency Services, etc. -- and requires more volunteers than realized.

Sue B. believes that a simpler FunRun is possible and will consult the Empire about their logistics for the Asparagus Festival Run.

A. 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

Meeting adjourned at 10:20 a.m.

Next regular Board meeting scheduled for Monday, May 4, 2020, 9:30 a.m. online.

Agenda to include:

- Approve minutes and financial report
- Website review since launch
- Additional implications of Coronavirus orders/policies
- Restaurant Week date established

Respectfully submitted,

Patricia Widmayer, Secretary to the Board