

Minutes, Monday, May 4, 2020, 9:30 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors **DRAFT**

Meeting called to order by Co-President Sue Boucher 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

Minutes and Finances

Minutes: Board unanimously accepted the Board of Directors Minutes of 04/06/20 with no edits or corrections.

Treasurer's report: The Treasurer reported that the Chamber now has just \$11,411 in the bank as of April 30, 2020, now that the balance of \$7,500 has been paid to Rockwell Art & Design for the new website., and \$463 was paid for marketing services in March to the same firm. \$3,225 in Receivables remains on the books

The Treasurer, since the last Board meeting, has contacted members who have not paid 2020 dues regarding their intentions, with \$325 received. The Treasurer has established flexibility for existing members who are unable to pay immediately due to the financial situation ***if they have responded to his outreach***. However, outstanding members who have not responded to the Treasurer's outreach 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 have not been listed in the new website Business Directory or other landing pages at this point.

The Financial report was accepted unanimously, with the reminder that this must be a frugal year, as there is only a modest amount of newsletter ad space revenues expected until dues renewals are sent out in the fall. ***This includes being very "tight" on marketing requests.***

ACTION: The Financial Report was accepted unanimously.

New Chamber website was launched on April 27th

DISCUSSION: Look and function are outstanding; all Board members had nothing but praise and satisfaction for the new website.

ACTION: The COVID-19 space on the HOME page should be populated with all appropriate links to assist local businesses once the Leelanau Recovery Team issues their unified information resources report on Thursday this week. Sue and Connie will send it to everyone.

Event reports

- a. **Restaurant Week:** Brooke reported that after consultation with the participating restaurants, tentative November dates for postponing Restaurant Week were equally divided between October 30-November 7 and November 6-November 14. After discussion regarding Halloween and the November 3rd election as complicating factors for the earlier week:

ACTION: It was moved and unanimously recommended that the formal Glen Arbor Restaurant Week be November 6th – 14th, with the option for offerings the entire month by individual restaurants.

It was also suggested that linking with shopping opportunities to begin the holiday season will be explored.

- b. **Holiday Marketplace.** Due to the uncertainty of guidelines in effect regarding group gatherings in indoor spaces, even in November, the Holiday Marketplace is on hold. The Chair will send out a notice to all artists in the next few weeks announcing that a decision on application submissions will not be made until late August or early September. But the Caroling/Cider & Donut and the Santa events are likely to be cancelled.

Discussion of participation in the Leelanau Peninsula Economic Foundation (LPEF), now called the Leelanau Recovery Team

Connie and Sue have represented the Chamber at the online meetings every Wednesday at 9:00 a.m. Key points from their report:

- All business owners are now invited to join the (ZOOM) meetings. Contact hello@leelanauforbusiness.com to request an invitation
- Recommended best practices for Leelanau businesses includes:
 1. staff using masks, temperature checks, employee waiver;
 2. health/safety plan incorporating one entrance/one exit
 3. unified information/links gathered by LPEF/Recovery Team staff and post links on all chamber/business sites
 4. Leelanau/Benzie Health Department daily information email should be sent to everyone. Request to be added to the list: rpomeroy@bldhd.org or find at www.facebook.com/BenzieLeelanauDHD and www.bldhd.org.

Discussion of Chamber initiatives related to COVID-19 impact on businesses

Videos are encouraged from all businesses regarding plans, ongoing services/sales, activities to be posted on the Chamber Facebook page. Send to Sue Boucher for posting or post on individual Facebook page and let Sue know in order to SHARE from Chamber. Kathy will contact Brad Anderson to encourage IGA video as essential service.

Restaurant status re: Carry Out/Delivery is being compiled and posted by Leelanau Enterprise on Facebook and their weekly edition. Call for any updates/additions. There are great stories about the adaptations by the food service establishments to be viable both during “no hosting” and then “reduced capacity for hosting.” Someone able to create a blog?

Meeting adjourned at 10:24 a.m.

Next regular Board meeting scheduled for Monday, May 18, 2020, 9:30 a.m. online.

Agenda to include:

- Approve minutes and financial report
- Website review since launch to include links to all useful Coronavirus orders/policies
- Issues/policies from LPEF/Recovery Team meetings
- Additional membership renewals and 2016 member “non-renewing” outreach

Respectfully submitted

Patricia Widmayer, Secretary to the Board