

Minutes, Monday, November 25, 2020, 9:00 a.m.
Glen Arbor Bed & Breakfast and Cottages
Glen Lake Chamber of Commerce Board of Directors **DRAFT**

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Barstad, Brooke Hazael-Massieux, Board members. (Absent: Katy Weisen, Board member)

Patricia Widmayer, Event Coordinator; Raquel Jackson, Marketing Director

Minutes and Finances

Board unanimously accepted the Board of Directors Minutes of 8/20/19 and General Membership Meeting Minutes of 9/17/19, including the adoption of the proposed Bylaws of the Glen Lake Chamber of Commerce

(See Minutes of 8/20/19 and 9/17/19, and the newly adopted Chamber Bylaws on the Chamber Website at www.visitglenarbor.com)

Financial reports:

- **Financial Statement Balance** The Treasurer reported that the Chamber has \$19,923 in the bank as of October 31st, including \$11,150 from 75 2020 membership renewals received by the end of Oct. (See separate file attached to transmission)
- **2020 Annual Supported Events.** The Marketing Director presented a list of the events that frame the budget discussion, given the Chamber policy for each sponsored event to at least cover marketing expenses incurred, including Marketing Director's time:
 - a. Glen Lake Restaurant Week, April 24th-May 2nd
 - b. 4th of July "Anything Goes" Parade, 12:00 Noon ***
 - c. Pancake Breakfast (TBD by Fire Department) ***
 - d. ARTirondack Chair Event, Auction August 17th-21st
 - e. Labor Day Weekend Sidewalk Sale
 - f. Annual Labor Day Bridge Walk, 12:00 Noon ***
 - g. Pumpkin Festival, October 24th , 12:00-3:00
 - h. PJ Party "Better than Black Friday", 6:30-9:00
 - i. Black Friday Bed Parade, 9:00
 - j. Artisan Holiday Marketplace, Friday, 11
 - k. Local's Night Christmas Shopping (December date TBD)
 - l. Shop & Sweets Sunday (December Sunday TBD)
 - m. Winterfest Chili Cookoff & Perch Fishing Contest (Saturday, Presidents' Weekend)***

*** **Promotion in website/newsletters/Facebook only, not organization of event**

- **2020 budget proposal.** Treasurer Larry presented a preliminary 2020 budget for consideration and adoption:
ACTION: Include ARTirondack Chair Project as a budget line for Spring 2020, with recommendations for artistic help to be sought from Dave Thomasma (Synchronicity Gallery), Glen Lake High School arts program, and the Glen Arbor Arts Center.

ACTION: Moved by Sue, Brooke, unanimous that the \$2,000/year contribution to the Township to support maintenance of the Public Garden be restored in the 2020 budget.

ACTION: Budget line adopted by consensus to establish a Taste of Glen Arbor event on Saturday, February 29th. Budget, tentatively, to include \$400 for advertising and \$350 for contracted setup/cleanup. Brooke will coordinate the event and send updates to keep the Board advised of details.

ACTION: Moved by Larry, Connie, unanimous that \$15,000 be placed in Rainy Day Fund for future Chamber projects.

ACTION: Moved by Sue, Larry, unanimous that preliminary 2020 budget be adopted with the above adjustments. (See separate file accompanying minutes)

- **Mileage reimbursement issue.** A request was received for mileage reimbursement for pickup of the Pumpkin Festival pumpkins.

ACTION: After discussion, a motion was approved, as the alternative, to establish a delivery fee for major items needed to Chamber events.

Event reports and discussion

A. Restaurant Week

Brooke reported the event/marketing sponsorships paid for itself in 2019, with 10 restaurants participating. Most are support of repeat for 2020. Brooke will chair again, with dates projected for Friday, April 24-Friday, May 1st. Will keep posted as confirm in January.

B. Pumpkin Festival

Patricia reported on behalf of her, Sue & Connie, that the Festival broke even on expenses due to wide sponsorship from business community. It was very well attended. Six recommendations were adopted for 2020:

1. The Festival will be 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. (Note: the central businesses on M22 & Lake Street welcomed 600 Trick-or-Treaters this year. Discussion, but no recommendations on the exceptional number this year)
2. Same Festival features – including Lord of the Gourd, Face Painting Lady, games, carving – for 2020. But need (a) new musical group with greater projection/tailored play set, and (b) new host for craft tables.
3. Megaphone authorized for purchase for Coordinator's announcements/organize events
4. 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
5. Seek same donor sponsors/amounts for 2020, but ask, in addition, for each identify/contribute one volunteer to give at least 3 hours.
6. Work with Glen Lake Schools to compost pumpkins, roast seeds (?), even set up "gutting" at schools. Brooke will explore and report back.

C. Holiday Marketplace

Patricia reported 28 artisans paid and confirmed. A comprehensive social media marketing efforts is spearheaded by Carol Murray, one of the artisan jewelers, in collaboration with Patricia. This is being carried out in lieu of a fee increase and some print advertising. Three recommendations accepted:

1. Sustain market niche for individually hand-crafted art works with no resellers/order takers/foodstuff vendors/non-artworks, and limited duplication
2. Name Glen Arbor Artisan Holiday Marketplace for 2020

3. 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

Potential new Board member interest

An Empire member expressed interest in being a Board member. After discussion, the member will be invited to join one or several event committees to gain experience with Chamber before Board consideration.

Marketing Director report

By the numbers:

- 116,617 website page views January – November, with 319 average per day
- 48% view from mobile; 42% view from desktop; 9% from tablet
- Most viewed pages in order: HOME, Restaurant Week, Beaches/Boating, Event Calendar, Things to Do, Hotels/Resorts, Private Homes/Cottages, Last Minute Cancellations, Dining, Places to Stay

- Facebook page has 3,232 followers, up from 2,600 in 2018
- Instagram page has 1,396 followers, up from 1,013 in 2018
- Member email newsletter has 298 contacts, up from 220 in 2018
- Area subscriber list has 796 contacts, up from 687 in 2018
- Sent 26 email list campaigns in 2019, and, on average, per email campaign sent, it is opened and viewed by 39% of the audience.

New website proposal

Agreed a new website is needed, as the current one is not mobile friendly and should have several other updated features. After discussion, consensus:

1. Marketing Director requested to define the required functionality for a new website to be included in a Request for Proposal (RFP)
2. The Chamber can invest a maximum of \$10,000 for design, programming and launch of a new website.
3. Rockwell Design (Marketing Director) invited to present an initial bid, not to exceed \$10,000, including graphic design/theme, functionality/features, at least 2 model website(s) for reference, and timetable/details for programming and test/launch.
4. Upon receipt of initial bid, the Board will vote to (a) accept the proposal, (b) seek other proposals, or (c) delay a new website to 2021.
5. If a proposal is accepted, designate member(s) of the Board as contact(s) to (a) oversee the design, programming, test and launch process, (b) keep all Board members regularly apprised, and (c) create a recommended sponsorship structure to support maintenance and future upgrades.

Meeting unanimously adjourned. Next regular Board meeting scheduled for Monday, March 16, 2020, 9:00 a.m. at Century 21/Northland Vacation Rental conference room.

Respectfully submitted

Patricia Widmayer, Secretary to the Board