

Meeting called to order by Co-President Connie Kroll at 9:40 a.m.

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Katy Wiesen, Board members; Patricia Widmayer, Secretary to the Board

Minutes and Finances

Board unanimously accepted the Board of Directors Minutes of 05/18/20 with one edit, deleting a number that was incorrectly included.

Treasurer's report: Attached is the Cash Flow Analysis showing the Chamber has \$11,791 in the bank. All outstanding bills, including the web site development are paid, with receivables totaling \$1,400 in unpaid 2020 dues.

The year-to-date Profit & Loss statement shows a 2020 loss of \$14,000, with a projected year-end loss \$5,000-\$6,000 due to the investment in the new website. The good news is that the Chamber should end 2020 with about \$18,000 in the bank, including collection of 2021 dues.

ACTION: The Treasurer recommended that 5 former members be dropped from the website due to non-payment of 2020 dues, and no response to repeated communications. The recommendation was accepted.

DISCUSSION The Treasurer reminded the Board that plans are needed for convening an annual meeting and for the election of directors per the bylaws. This should be an agenda item at the next meeting.

3.05 Annual Meetings.

The annual meeting of the members shall be held in May or as soon thereafter as is practicable. At each annual meeting, Directors shall be elected, and any other business shall be transacted that may come before the meeting.

4.04 *Appointment; Election and Tenure.*

Directors shall be elected at each annual membership meeting, or without a meeting in another manner authorized in these bylaws. Directors shall each serve three (3) year terms, further divided into three (3) classes of Directors each, whose terms are staggered by one year., Directors shall serve until the Director's successor is elected at the annual meeting; or until the

director's death, resignation, or removal. The Board may create a process for nominating and electing directors.

LPEF/Leelanau Recovery Team report / plans / recommendations

DISCUSSION: Connie and Sue represent the Chamber at the weekly online meetings. There is a plethora of information in the minutes from them, with important highlights including the new Business Resiliency Fund.

Sandwich board notices, highlighting the use of masks and social distancing, have been designed and are available through the Enterprise for use on sidewalks in the respective towns. In bulk, the cost is about \$170 per sandwich board, and must be ordered by noon today to realize the discount.

ACTION: The Board, in a motion by Katy/2nd by Sue, unanimously agreed to order 4 signs to be placed (near) the Glen Arbor Bed & Breakfast/Momentum, Cottage Book Shoppe, Crystal River Outfitters/Northland Rental/ Boonedocks. More may be ordered if the initial deployment has a positive impact on visitor practices. Larry will place the order.

Purchase/sale of imprinted bandanas

Sue reported on a discussion among business leaders about the design and sale of imprinted bandanas. After initial discussion to engage Kristin Hurlin to create the design, Ms. Hurlin offered to print and wholesale the bandanas through her business. It is anticipated that the product will wholesale for \$6-7 and be sold through local businesses for \$12-15. Sue will keep the Board posted.

Restaurant Group meetings

Brooke reported via email that she has been sharing news from the Leelanau Recovery Team with the Restaurant Group (Blu, Funistrada and La Becasse) via ZOOM. The Group has been talking about reopening strategies--if, when, how; and coming up with some common approaches to present a united front. She will share updates with the Board at the next meeting.

Marketing Directors report

The Board, at the last meeting, asked the Marketing Director to explore stickers/magnets with a QR code/ that may be put at business entrances and on the wayfinder signs for visitors/ guests to connect/download the Walking Map from the Chamber website.

ACTION: After further consideration, and the belief that most customers/visitors are unlikely to be familiar with QR codes, the Board decide to pass on implementation of this initiative. Rather, the walking map is readily available online on the Chamber website.

The Marketing Director further reported, via email, that”

• She will be sending out a "test email" to invite members to the homepage featured ad space. Look for that email to proof the content. As a reminder, this is related to the new Featured Business program to be announced in the next newsletter:

- Offer featured business ads, up to six ads each month, on the HOME page;
- Maximum: 2 ads/year/Chamber member April-October ; accepted on a first-come first-serve basis;
- \$175/month April-October; \$100/month November-March
- Subscriber must provide the graphics

Further, she asked that Board members send any bullet point ideas of what you'd like to communicate in BOTH our Email Newsletters for JUNE 2020.

Meeting adjourned at 10:24 a.m.

Next regular Board meeting Monday, June 15th, 4:00 p.m. online.

Agenda to include:

- Approve minutes and financial report
- Issues/policies from LPEF/Recovery Team meetings, including purchase of street side “sandwich boards” advising visitors of mask and social distancing guidelines
- Design/sales of customized bandanas
- Restaurant group discussion/openings/policies
- Annual meeting and election of officers

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 May 31, 2020

Cash in the Huntington Bank as of May 31st : \$11,791.
Undeposited Funds in Hand 0.
TOTAL CASH ON HAND as of May 31st \$11,791.

Cash in On Hand as of May 1, 2020 \$18,911.

Cash received (credits) in May:

2020 Membership payments:

Reel Tales	\$175.00
La Becasse	\$175.00
Tia Cooley, Benefits Advisors	\$100.00

Subscriber's Newsletter Sponsor:

Glen Arbor B&B	\$200.00
Laker Shaker	<u>\$200.00</u>

TOTAL CREDITS \$850.00

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Bills paid (debits) in May:

Rockwell Art & Design	Marketing	\$ 460.00
Rockwell Art & Design	New web site	\$7,500.00

TOTAL DEBITS \$7,960.00

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Accounts Payable as of May 31st:

None

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Accounts Receivable as of May 31st:

2020 Membership:

5 Memberships – no response*	\$875.00
3 Memberships – working	\$525.00

Subscriber's Newsletter Sponsor

Crystal River Outfitters	\$200.00
Northwood Hardware	\$300.00
Sleeping Bear Bay Club	<u>\$300.00</u>

Total Receivables **\$ 2,200.00**

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*** 2020 Memberships to cancel for nonpayment:**

1. All About Water
2. Birch Shores Resort
3. Synchronicity Gallery
4. The Manor on Glen Lake
5. Villa Glen