

Minutes, Monday, May 18, 2020, 9:30 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors

Meeting called to order by Co-President Connie Kroll at 9:34 a.m.

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 05/04/20 with no edits or corrections.

Treasurer's report: The Treasurer reported that the Chamber now has \$11,621 in the bank as of May 18th, with \$2300 in receivables and approximately \$800 in billing for online advertising pending. The Financial Report was accepted unanimously with no edits or corrections.

New Chamber website re: additional /revised COVID-19 information:

DISCUSSION: Two items:

- a. Temporarily replace the "Things To Do" feature on the HOME page, with a new weekly feature "Summer 2020: What's Open! What's Happening." The purpose is to provide inquiring visitors with current information on Glen Arbor businesses' availability / curbside service / openings as the Governor's Executive Orders evolves.
- b. Update the existing blog post accessed through the "COVID-19 Info" button on the HOME page related to current COVID-19 links / protocols / recommendations for businesses

ACTION: Unanimously requested that the Marketing Director create a new blog post "Summer 2020: What's Open? What's Happening?", to be displayed/linked prominently on HOME page. Integrate as soon as possible, and update weekly, for all Chamber businesses submitting information to the Marketing Director.

New "Featured Business" Program for Chamber website

DISCUSSION: The Marketing Director suggested that, in addition to the randomly selected "Featured Businesses" currently appearing on the website HOME page, that three more could be added, and all six would then be available on a monthly subscription basis.

ACTION: Moved and approved that the Chamber will offer featured business ads, up to six ads each month, on the HOME page. The initial details include:

- Maximum of 6 featured business ads per month;
- 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

The Featured Business Program will be announced in the next newsletter.

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.

ACTION: It was moved and approved that the weekly minutes from LPEF and related links/recommendations be posted on the Chamber website and in the monthly Chamber newsletters.

4th of July Parade Cancellation

DISCUSSION: Following discussions held by many board members last week who agreed that the Chamber should recommended cancelling the Parade, Larry Widmayer called Stan Brubaker, a Parade founder/Organizer, to relay the Board's concern. They discussed the inability of the viewing crowds to social distance, and the fear that Glen Arbor could become a "hot spot as a result. Mr. Brubaker concurred and will share the cancellation with the press and others.

Kathy Baarstad will work with the Cherry Republic social media staff, Jacob Wheeler at the Glen Arbor Sun, the National Park Service and others to create an online Parade retrospective to share across the community.

ACTION: The Parade cancellation will be noted on the Chamber website and other communications.

Glen Arbor Walking Map printing / brochure box / app?

DISCUSSION: The Walking Map coordinator asked if addition walking maps should be printed. Only 1,000 remain from last year and requests are now coming in regularly from wedding planners, family reunions, member businesses (mostly IParadeodging), and others. After discussion, it was suggested that:

- Four wayfinders maps will be installed in the business this weekend.
- Marketing Director asked 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.
- Brochure boxes, previously used around town for visitor pickup, will not be used this year due to infection concerns.
- In interest of safety/sanitation,-- and all the brochures to be handled/ boxes touched -- the Public Garden Kiosk will not be opened this year. There is a large Walking Map on the side of the kiosk that may be referenced by guests/visitors.

ACTION: The Board decided to HOLD any decision regarding additional printing pending further information on the QR code strategy/cost, and the test of a strategy to ask visitors to “Take a Photo” of the map.

Meeting adjourned at 10:24 a.m.

Next regular Board meeting scheduled for Monday, June 1st, 9:30 a.m. online.

Agenda to include:

- Approve minutes and financial report
- Additional website review since launch to include links to all useful Coronavirus orders/policies
- Issues/policies from LPEF/Recovery Team meetings
- Walking Map QR Code / other strategies / printing?

Respectfully submitted

Patricia Widmayer, Secretary to the Board