

Minutes, Tuesday May 14, 2019 General Membership Meeting at LaBecasse

1. Financial Report given by Larry Widmayer, Treasurer

Finances in good standing

2. Sponsorships Needed.

For Restaurant Week, Pumpkin Fest and Artirondack chairs

3. Marketing

In 2019, Chamber was short on cash and opted for digital vs print media. Also, cut back on community donations.

Chamber has had a good response for sponsorships for the Members' and Subscribers' electronic newsletters. The goal is to have 3 sponsorship ads per issue. The plan is to increase advertising for events as well.

Raquel Jackson, the Chamber's marketing coordinator, talked about how she was happy to help represent businesses in their marketing efforts.

Patricia Widmayer has overseen the updating of the Glen Arbor Walking Map over the winter. 10,000 copies have been printed, and Patricia will deliver copies to any business requesting maps.

4. Events

Patricia Widmayer, Event Coordinator, reported on using Facebook, Instagram and the website more extensively for events, and minimizing the need for print advertising.

Last year's Pumpkin Fest was moved to the Township Hall. The Township Park has been reserved for this year's Festival, October 19th, with Township Hall reserved as a backup in case, again, there is inclement weather.

The Holiday Marketplace will again be Thanksgiving Weekend, and may include the use of nearby businesses for additional artisans. 1,700 guests came through the Marketplace in 2018 on Friday evening and Saturday.

Katy Wiesen is coordinating the Artirondack Chairs Project, and gave the specifics for this year.

Katy is also organizing a local summer business preview party, June 12th, 4-7

We had a toast to the upcoming season.

Meeting adjourned