

Minutes, Tuesday, August 20, 2019, 8:00 a.m.
Cherry Public House
Glen Lake Chamber of Commerce Board of Directors

DRAFT

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Brooke Hazael-Massieux, Katy Wiesen, Board members.

Patricia Widmayer, Event Coordinator

Minutes and Finances

Minutes of General Membership Meeting May 19, 2019, at LaBecasse, unanimously approved.

Financial reports presented by Larry Widmayer, Treasurer, and unanimously approved. Balance in the bank as of July 31st is \$15,400, although inflated by fees collected for Pumpkin Festival sponsorships and Holiday Marketplace fees. Costs for the two major events (plus reprinting of Walking Maps) still must be paid.

Event reports and discussion

a. Restaurant Week

Brooke reported the event/marketing sponsorships paid for itself in 2018, and most supportive for 2020. Blu/supportive; Funistrada/good; Homestead/good.

b. Artirondack chairs

Katy Wiesen is coordinating the Artirondack Chairs Project, and gave the specifics for this year. 12 businesses have participated this year. Auction began yesterday through 19th. Hope to match last years "take" of more than \$2,500

c. Sidewalk Sale

All set and advertised for Labor Day Weekend

d. Pumpkin Festival

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. An additional \$250 cleaning fee, which is new, will be owed if again go to Township Hall.

Chris Skellenger will provide entertainment; Face Painting Lady, Lord of the Gourd, Pumpkin Games, Craft Table (Bonnie Kaye), Cake Walk, Pie Eating all confirmed. Costume Parade 12:30.

Major sponsors to date (\$250 or more): Momentum, Cherry Republic, Crystal River Outfitters, Glen Arbor Bed & Breakfast, Serbin Realty, Northwood Hardware, Cottage Book Shop. Art's Tavern, LVR.

Additional sponsors anticipated (\$100 toward expenses): Great Lake Salon, Coffee Roasting, Northland Realty, Bay Lavender, LaBecasse, Synchronicity, Devette & Ford, Riverfront Deli. Still need volunteer to coordinate Pumpkin Carving.

e. Holiday Marketplace

Again Thanksgiving Weekend, but will not include the use of nearby businesses for additional artisans; simply not enough artisans interested as traffic would be far less at the nearby businesses. 1,700 guests came through the Marketplace in 2018 on Friday evening and Saturday.

Fully subscribed at the Township Hall with 28 artisans now 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.

Note: must add \$250 for new cleaning fee for this event, too.

Brainstorming on future events

a. Fall Sweets & Wine Tour

b. Holiday Shopping Week (with photos of lead gift items on website)

**Ladies Night

**Family event

**Sweater Dash (planned by Cherry Republic)

Katy coordinating?

c. February Cooking Class

At Homestead?

Brooke exploring and report back

d. Winter Warmup Weekend

Cross country, dinner, etc.

Possible dates: January 25-26, February 1-2, February 8-9)

Plans and announcements

a. Glen Arbor Walking Maps.

Patricia reported that all 10,000 copies of the updated Glen Arbor Walking Map have been distributed, and the supply is depleted. The Board approved, by email ballot, 5000 more to be printed to cover fall and spring.

b. Citizens Council of Sleeping Bear Dunes Area

Has become Sleeping Bear Gateways Council with new mission. Organizational meeting specifically for businesses/entrepreneurs Tuesday, September 24th, 9:30-11:00 at the Township Hall, followed by meeting with consultant 12:00-2:00 at Homestead Reception Center. Larry will attend, encourages others.

c. 4th of July Parade Safety Issues

Patricia will talk with Sheriff about issues/solutions as crowd larger and more kids going into street for candy. Bring back any input, but cautious on liability. Coordinate anything with Leland.

d. Fall Membership meeting.

Hold on September 17th. Broomsticks suggested. Larry will arrange and coordinate announcement with Raquel. Main agenda item is approval of the new by-laws that have been distributed.

Meeting adjourned