

Minutes, Tuesday, September 17, 2019, 6:00 p.m.
Leelanau Curling Club/Broomstacks Kitchen & Tap
Glen Lake Chamber of Commerce Fall Membership Meeting

DRAFT

Attendance:

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Brooke Hazael-Massieux, Board members, and eighteen additional dues paying members plus guests and member partners.

Meeting called to order by Co-President Connie Kroll at 6:00. It was determined that a quorum of dues paying member businesses organizations was represented.

Finances

The financial report was presented by Larry Widmayer, Treasurer. The balance in the bank as of August 31, 2019, was \$17,265 on hand. This includes most of the pledged sponsorships for the Pumpkin Festival with all Festival expenses still to be paid. It also includes all the artisan booth payments for the Holiday Marketplace, with all expenses a yet to be paid.

Event reports

Co-President Sue Boucher reported that

a. ARTirondack Chair Project

Twelve adirondack chairs were assembled, purchased, painted by local artisans, and displayed at participating businesses all summer. The chairs were then auctioned online August 19th-23rd. The total donated to the Chamber from the fundraiser auction was approximately \$2,500.

Event Coordinator Patricia Widmayer reported that:

b. 4th Annual 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.

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 (\$250 or more) include: Momentum, Cherry Republic, Crystal River Outfitters, Glen Arbor Bed & Breakfast, Serbin Realty, Northwood Hardware, Cottage Book Shop, Art's

Tavern, Leelanau Vacation Rentals, and The Homestead, Jackson Station Services will be additional sponsors needed along with Wildflowers.

Additional sponsors (\$100 toward expenses) include: Glen Lake Salon, Leelanau Coffee Roasting, Northland Realty, Bay Lavender, LaBecasse, Synchronicity Gallery, Devette & Ford, Riverfront Deli.

c. Holiday Marketplace

Again Thanksgiving Weekend. 1,700 guests came through the Marketplace in 2018 on Friday evening and Saturday. This is clearly due to the quality and diversity of the artisans represented, and the presence of Santa & Mrs. Claus.

The 2019 Marketplace is fully subscribed at the Township Hall with 28 artisans now paid and confirmed. A comprehensive social media marketing efforts is underway. This is being carried out in lieu of a fee increase and some print advertising.

Plans and announcements

a. Glen Arbor Walking Maps.

All 10,000 copies of the updated Glen Arbor Walking Map were distributed over the spring/summer, and the supply was depleted. Reprints are now available at the Public Garden Kiosk or call Katie at the Glen Arbor Bed & Breakfast (231.334.6789)

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 a planning consultant 12:30-2:00. Board members will attend, encourage others.

Adoption of new Chamber Bylaws to replace 1986 Constitution as amended in 1990

Larry Widmayer reviewed the proposed new bylaws, initially proposed to the membership in the email announcement for the Chamber Spring Membership meeting at the M22 Store, and then at the actual membership meeting on April 16, 2019.

The draft bylaws were prepared by Traverse City attorney Kate Redman, who specializes in consultation on governance issues for non-profits. The purpose of new bylaws:

- Update our name to Glen Lake Chamber of Commerce from Glen Lake / Sleeping Bear Chamber
- Restate the purpose of the Chamber to focus on the support the business community and promote tourism within the area.
- Update our governing document to meet the current legal requirements for a Michigan non-profit, IRS 501(c) (6) organization. Our 1989 Constitution no longer met those legal requirements.

- Provide a flexible Board size of three officers and between 3 and 7 additional Directors depending upon the number of members willing to serve.
- Provide greater clarity about: replacing a board member when a vacancy occurs midterm, the establishment and operation of committees, and provide the Board with guidelines if they must respond to a lawsuit.

The draft bylaws were again sent to all members by email with the invitation to the September 17, 2019, Fall Membership meeting, requesting comment and, then, approval at the actual meeting.

The following comments were received, and addressed in the final draft:

- a. Clarification that the Officers are members of the Board;
- b. Clarification that qualifications for Officers are the same as for Directors.

The new bylaws (attached) were adopted by unanimous voice vote.

Meeting was adjourned and a pizza buffet served at 7:00 p.m.