

# Glen Lake Chamber of Commerce

## Board Meeting Minutes

Sunday, March 17 at 9:30 am Century 21/Northland Vacation Rentals Office

Meeting called to order.

Members present, Larry and Patricia Widmayer, Connie Kroll, Katy Wiesen, Brooke Hazael-Massieux, Kathy Baarstad (via phone) Raquel Jackson

Welcome Kathy Baarstad & Brooke Hazel-Massieux!

### Event Updates:

**Restaurant week** is moving forward nicely. We are asking for sponsorships from The Homestead, GFS, Shorts, Sysco, and Brooke is going to reach out to one of her wine connections. We can use sponsor money to have new event pictures taken. Looks like we will have 9 restaurants participating this year, which is fantastic!

- Nonna's
- Broomstack
- Glen Arbor Wines
- Cherry Public House
- Western Avenue Grill
- Blu
- Art's Tavern
- LaBecasse
- Trattoria Funistrada

**Artirondack Chairs**, Sue will give us an update on finding better quality chairs. It was agreed we need to reach out to local businesses soon to get a count. Also agreed the public advertising needs to start sooner than last year. Raquel will give us a quote on yard sign to use for better advertising

**Holiday Market Place**- Patricia is already starting to receive requests from vendors. Because we can only have 29 vendors in the town hall, we would like to explore having local businesses host a vendor. M 22 and Northwoods did last year and it seemed to work out well. Patricia will reach out to local businesses and vendors to see if there is an interest. We would call it the "Traveling Market Place".

It was recommended to offer the vendors that would be in local businesses a discount. Charge the \$75 instead of the standard \$100 fee.

Patricia suggested instead of increasing vendor rates make it a requirement for them to have to have 5 (or an agreed upon number) of posts on social media and tag the chamber.

Another thought was to see if we could have horse drawn wagon rides on Saturday to get people to other stores that would be participating. Katy will investigate this.

Would it be possible for Art's Tavern, Coffee Roasters, or Anderson's to have hot chocolate stands outside? Or give one of the Glen Lake School clubs the opportunity to set up a stand and sell hot chocolate or baked goods.

We need to have someone lead the caroling for the Christmas tree lighting event. It was recommended to reach out to the Glen Lake Reformed Church or Jennifer Fosmore for ideas. Connie will follow up with this.

## New Business

**Garden Kiosk:** We will be asking all Chamber Members to help with keeping the kiosk filled with brochures and keeping it neat and tidy. A calendar will be sent out for everyone to volunteer a week(or more) during the peak season. Memorial Day through Labor Day

**Member spotlight.** We will have a "member spotlight" in our Newsletter

**Job Openings** All members of the chamber are reminded that they can post their job opening on the chamber website. Please reach out to Raquel for posting.

**My North ad:** Jill Hayes came up with an idea to offer a "sponsor" for an ad in My North. The board voted it down.

**Monthly Chamber newsletter:** The idea was proposed to bring back the monthly newsletter for our subscribers. We have over 700 subscribers that do not receive anything from us. This is a great way to engage with the public. We could ask for sponsors to offset the cost. Raquel is going to put a proposal together on how much it would cost per month.

**Chamber B2B Roundtables**It was suggested to advertise a Business To Business Round Table opportunity to business members. It would be an opportunity for business members to get together to discuss such things as job sharing, summer staffing, advertising, and other topics that would be of interest to local business owners. Brooke will take the lead on this.

## Old Business

**Walking Maps & Wayfinder signs:** Patricia handed out a proposal for updating the walking maps and wayfinders:

- The cost of updating the map is \$360.
- The cost for printing 10,000 maps is \$1360 (two year supply).
- The cost for updating the wayfinder stations maps 48" x 48" vinyl and laminated is \$1,147.77.

- The cost is \$475 for updating the covers in tempered glass. (It was recommended to replace the plexiglass with tempered glass for durability and longevity.

Patricia shared some ideas on updating the brochure, which were well received. It was taken to a vote and agreed to move forward with updating and printing the walking map and wayfinder stations. The tempered glass will be replaced as needed. IT was unsure if all 4 wayfinder stations need to have the glass replaced.

**New Bylaws adoption process.** Chamber General Meeting will be April 16<sup>th</sup> at 5:30pm at M22. The primary purpose of this meeting will be to introduce and review the proposed new Chamber bylaws. A vote to adapt the new bylaws will happen at the Spring Dinner meeting. We need 10 attendees to have a general quorum.

**Spring Chamber Dinner.** At LaBecasse. May 14<sup>th</sup>.

Meeting adjourned.