

Minutes, Monday, June 15, 2020, 4:00, On-line meeting  
Glen Lake Chamber of Commerce Board of Directors

**Meeting called to order by Co-President Connie Kroll at 4:10 p.m.**

**Attendance:**

Sue Boucher, Co-President; Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Katy Wiesen, Brooke Hazeal-Massieux, Board members; Patricia Widmayer, Secretary to the Board, Raquel Jackson, Marketing Director

**Minutes and Finances**

**Minutes:** Moved by Larry, seconded by Katy, the Board unanimously accepted the Board of Directors Minutes of 06/01/20 with no edits or corrections.

**Treasurer's report:** There is no Treasurer's report until the end of the month at the next meeting.

**Bylaws implementation:** In response to the Treasurer's reminder, per the newly adopted bylaws, that the Board needs to convene an annual meeting and establish a process for the election of officer/directors, the Board took the following actions in concurrence with the bylaw provisions and the evolving effects of the COCID-19 pandemic:

- An annual meeting, likely online or potentially outdoors, will be Thursday, September 10<sup>th</sup>;
- An initial rotation of officers and directors will be proposed by the Treasurer at the next meeting to comply with the provisions of the bylaws;
- One or two additional directors will be sought to expand representation into another Glen Arbor business sector.(e.g. galleries)

The relevant sections of the new bylaws, adopted last September, are:

**Annual Meetings.**

The annual meeting of the members shall be held in May or as soon thereafter as is practicable. At each annual meeting, Directors shall be elected, and any other business shall be transacted that may come before the meeting.

**4.04 Appointment; Election and Tenure.**

Directors shall be elected at each annual membership meeting, or without a meeting in another manner authorized in these bylaws. Directors shall each serve three (3) year terms, further divided into three (3) classes of Directors each, whose terms are staggered by one year., Directors shall serve until the Director's successor is elected at the annual meeting; or until the director's death, resignation, or removal. The Board may create a process for nominating and electing directors.

**LPEF/Leelanau Recovery Team report re: sandwich board purchase/  
placement**

**DISCUSSION:** The Board approved, at the last meeting, the purchase and placement of four sandwich board notices, highlighting the use of masks and social distancing, that were

designed and made available through the Enterprise for use on sidewalks in the respective towns. The boards are now in town in front of Crystal River Outfitters/Coastal, Century 21/ Northland Realty, Cottage Book Shop, and Momentum.

In discussion, it was suggested that an additional four sandwich boards could strengthen the message, and that the Township Board should be requested to match the Chamber with this purchase, as well as authorizing placement on the right-of-way near Cherry Republic, Anderson's IGA, Totem Shop and one more location.

Raquel Jackson, Chamber Marketing Director, who also works with the Township on their communications, will convey the request/recommendation to the Township Board for consideration at their meeting tomorrow/Tuesday evening.

### **Purchase/sale of imprinted bandanas**

Sue reported on a discussion among business leaders about the design and sale of imprinted bandanas. Kristin Hurlin has assumed the project, created the design, engaged a printer, and is offering purchase wholesale through her business at \$7 each.

Kristin is seeking commitments on bulk wholesale purchases with a goal to supply 500. Each business will make an independent commitment, and the Chamber will share the information/availability through the usual communication channels, including a member newsletter still this week.

### **Event discussion re: Holiday Marketplace and Pumpkin Festival**

Holiday Marketplace, Patricia Widmayer proposed that, in lieu of a physical Marketplace over Thanksgiving Weekend this year, a virtual Marketplace be created to provide a continuing presence for the event. An on-site event would then be scheduled for 2021, assuming that all is safe by then. She proposed:

- Create a Facebook Marketplace that would link all of the existing artisans who are interested in participating. (Carol Murray, one of the Marketplace jewelers has offered to set it up.)
- The links would go to the artisans' online business on whatever platform where they have established their presence (website, Facebook, Instagram, etc)
- Promotion would begin in late September, with online purchases going to the businesses to fulfill. No financial exchange through the Chamber.
- An onsite "carry out" (with pre-orders similar to the Farmers' Market) would be set up for Friday evening/Saturday of Thanksgiving Weekend.
- A fee needs to be established once the full plan is fleshed out and interested participants is determined. But the fee should only cover marketing estimates for our Marketing Director to promote on all our platforms through October and November, plus any cleaning cost associated with the "carry-out" set up Thanksgiving Weekend.

The Board approved the concept to move forward with more information at the next meeting.

#### Pumpkin Festival

A decision regarding the October 24<sup>th</sup> Pumpkin Festival was delayed until September, although it is unlikely that it will proceed. In addition to uncertainty about a 2<sup>nd</sup> wave of the pandemic in

the fall, retailers are short on revenue and will be hard pressed to sponsor. A potential exists only because the event is outdoors and safe distancing is possible.

(NOTE: Subsequent to the meeting, the Board, on Sue's recommendation, unanimously agreed in an email exchange, that the Pumpkin Festival will be cancelled for 2020.)

**Meeting adjourned at 5:00 p.m..**

**Next regular Board meeting Monday, June 29th, 4:00 p.m. online.**

Agenda to include:

- Approve minutes and financial report
- Issues/policies from LPEF/Recovery Team meetings,
- Annual meeting and election of officers plan
- Other items?

Respectfully submitted

*Patricia Widmayer, Secretary to the Board*