

Minutes, Tuesday, August 18, 2020, 9:00 a.m., On-line meeting  
Glen Lake Chamber of Commerce Board of Directors **DRAFT**

**Meeting called to order by Co-President Connie Kroll at 9:04 a.m.**

**Attendance:**

Connie Kroll, Co-President; Larry Widmayer, Treasurer; Kathy Baarstad, Katy Wiesen, Brooke Hazael-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 06/15/20, and acceptance of 06/29/20 meeting notes with no edits or corrections.

**Treasurer's report:** The Treasurer reported a balance of \$9,200.96 in combined assets in the checking account, receivables, and undeposited funds at of July 30<sup>th</sup>. Overall the account is in good shape to meet the Chamber's obligations for the balance of the year. Report accepted unanimously.

**Annual Meeting and Adoption of Officer/Director Terms**

**Annual meeting:** In accordance with the new bylaw provisions and the evolving effects of the COVID-19 pandemic, the Board scheduled an online Zoom meeting for Thursday, September 10<sup>th</sup>, 5:30 p.m.

A recommended agenda, to be finalized by the Co-presidents, includes:

- Introduction of current Directors and Officers:
- Co-Presidents update on projects and plans since fall, 2019, including the new website, and 2021 plans:
- Consultation on Trick-or-Treat;
- Leelanau Recovery Team organization and report, and website feature;
- Financial report & dues;
- Nomination and election of Directors/Officers for the initial rotation of Director/Officer terms;
- Questions & answers.

**Adoption of a proposal for the nomination and election Directors/Officers for the initial rotation of Director/Officer terms:**

An initial rotation of the current officers and directors terms was proposed by the Treasurer to conform with the provisions of the new bylaws (adopted in Sept. 2019). The Board proposed a three year extension of Director terms among the currently elected Directors, and a two year extension of Officer terms among the currently elected Officers, for approval at the Annual Meeting. All were initially seated, under the new bylaws in 2019, but the terms were not staggered at that time. This action now creates staggered terms.:

- 2020-2023: Brooke Hazael-Masseiux (LaBecasse) and Kathy Baarstad (Cherry Republic) for Directors
- 2021-2023: Connie Kroll (Century 21/Northland Vacation Rental), Larry Widmayer (Glen Arbor Bed & Breakfast) and Sue Boucher (Cottage Book Shop) for Officers

- 2022-2025: Katy Wiesen (Crystal River Recreation District), for Director

Additional nominations for Directors for 2020-2023 terms will be invited at the Annual Meeting

## **Review of pending events to the end of the year**

**Sidewalk Sales:** Because this event is outside, the Chamber will coordinate with shops and promote through the website, social media and press release.

**Labor Day Bridge Walk:** Raquel will check with the Empire Area Community Center, which sponsored the Bridge Walk in 2019. If the Bridge Walk is to be held, Raquel was asked to share the information through the website Events Calendar, newsletters and other posts.,

**Pumpkin Festival:** Unanimously cancelled for 2020 due to the complications of social distancing and securing sponsorships this year.

**Trick or Treat:** A decision was postponed pending consultation with the Chamber membership at the September 10<sup>th</sup> Annual Meeting. The consensus was, though, that it must be very low key this year, if it is to happen. Last year's attendance was overwhelming and could not be safely handled this year. Thus, any announcement would only be on the website Event Calendar and an email to the membership. No social media, outreach newsletter, etc.

**Restaurant Week:** Initially postponed from Spring to Fall pending further data regarding the pandemic, it was determined by the participating restaurants that it is unwise to take any chances on an event for 2020. Hopefully, Restaurant Week returns for Spring 2021

**Tree Lighting & Caroling:** Patricia is asked to contact the Fire Department to put lights on the tree this year. The purchase of LED lights, as requested by the Fire Department, was authorized.

Raquel will contact the Glen Lake Reformed Church Worship Team about their interest in creating a Caroling Event. If suggested to be through Facebook/stream, Kathy has someone at Cherry Republic (Sarah) who could help.

**Holiday Marketplace,** After discussion, the Board approved the creation of a virtual Facebook Artisan Holiday Marketplace, at a charge \$50 per artisan. Patricia reported that 15 artisans from the 2019 Marketplace have responded with initial interest.

- The **Glen Arbor Facebook Artisans Holiday Marketplace will link the artisans through a common Facebook page to individual pages offering their unique works.** (Carol Murray, one of the Marketplace jewelers, has offered to set it up.)
- The **links will go to the artisans' online businesses** on whatever platform they have established their presence (website, Facebook, Instagram, etc)
- The **artisans will be responsible for individual payments and fulfillment/shipping** for all purchases;
- The Marketplace will go **LIVE sometime between November 1<sup>st</sup> and 7<sup>th</sup>, and continue until December 18<sup>th</sup>** (which is, theoretically, the last shipping day before Christmas;
- Two optional **artisan training sessions** will be offered online (Zoom) by Carol: September 15<sup>th</sup>, 10:00-11:30 and October 8<sup>th</sup>, 1:00-2:30. The purpose of the training sessions is to

share with the artisans how to set up, as needed, their individual online businesses, take and “upload” photos, create offers, and fulfill orders. (NB: While a number of the artisans already have their individually established online businesses, a number of them do not);

- **Promotion** will begin in late October, with online purchases routed to the individual artisan businesses to fulfill. There will be no financial exchange through the Chamber.
- **A limited onsite “pop up” for perishables** is under consideration (with pre-orders similar to the Farmers’ Market) to be set up in the Township Hall driveway for Friday evening/ Saturday of Thanksgiving Weekend. However, approval from the Township Board must be secured if this is to happen (and has not been sought as of this meeting);
- The **artisan fee will cover marketing by our Marketing Director** to promote on all our platforms and press releases through November and December. (NB:Setup is being done by Carol Murray and Patricia Widmayer as volunteers.)

### **Update for Leelanau Recovery Team meetings and Covid-19 safeguards/protocols in HOME page**

Everyone is on auto pilot right now, and it is going well around town, given the safeguards and protocols required. It is good that the Chamber and the Recovery Team brought everyone together. The sandwich boards on street appear to have made a difference.

### **Meeting adjourned at 10:07 a.m..**

Next regular Board meeting proposed for Tuesday, September 22<sup>nd</sup>, 9:00 a.m., by Zoom with agenda to include:

- Approve minutes for 8/18/20 Board meeting and 9/10/20 Annual Membership Meeting;
- Financial report
- Debriefing on Annual Meeting and related issues/actions
- Issues/policies from LPEF/Recovery Team meetings,
- Updates on pending 2020 events and decisions

Respectfully submitted

*Patricia Widmayer, Secretary to the Board*