

Annual Meeting Minutes, Thursday, September 10, 2020, 5:30 p.m.

On-line Zoom meeting
Glen Lake Chamber of Commerce

Meeting was called to order by Co-President Connie Kroll at 5:35 p.m., and the Board members were introduced.

Attendance:

Connie Kroll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer; Kathy Baarstad, Katy Wiesen, Brooke Hazael-Massieux, Board members; plus additional membership representation that met the by-laws requirement for a quorum.

2019-20 Annual Report

[Update for Leelanau Recovery Team meetings and Covid-19 safeguards/protocols in HOME page](#)

A Leelanau Recovery Team was created to share information about the Covid-19 actions, adjustments and protocols among the county's various jurisdictions, organizations, and non-profits. Sue Boucher represented the Glen Lake Chamber. This initiative provided comprehensive notes sent to everyone for websites, newsletters and posts.

The Recovery Team, in Sue's assessment, brought everyone together. It was very helpful in exchanging information/business status/funding sources. Much of the information was shared regularly on the Chamber's website and newsletters as a resource for businesses, community members and visitors.

Among the Recovery Team efforts, most towns purchased street-side sandwich boards through the Leelanau Enterprise pressing everyone to wear masks and keep a safe distance. The Chamber purchased four that were placed on Western Avenue and on Lake Street.

New website and outstanding outreach numbers

The principal expense for 2019-2020 was the new website. Improvements, clearly demonstrating the value, were creating a mobile-friendly site, updates to every section with current member/local information, incorporating an interactive EVENTS CALENDAR, and posting many photos:

Overall, page load & website speed has greatly improved since the launch of the new website, with page layout that is responsive to all screen sizes, delivering content seamlessly on all devices:

- From Jan. 1 2020 - Aug. 31, 2020: A total of 46,209 website users
- 58% of our users are viewing from Mobile, while 36% view on a desktop and 5% from a tablet.
- In the month of August, visitglenarbor.com had 15,780 pageviews

In addition, a focus on outreach/marketing realized:

- Since January, we've composed and sent out 22 email campaigns! 42% of our list contacts highly engage with, open and often click on links within the email newsletters
- Instagram.com/visitglenarbor has 1,778 followers since beginning the page in 2016.

- Facebook.com/visitglenarbor page is followed by 3,538 people with any given post we make to facebook reaching 270 - 2,400 people, organically (without paid boosts)

Future plans

October shop local promotion. Sue Boucher proposed that a promotion be created with the fundamental idea to drive business locally. She suggested that locals would accumulate receipts to a specified threshold (like \$200), report the receipts to a designated Chamber contact, and be placed in a pool from which the winner would receive one of two gift certificates to spend local. More details to follow, but well received.

Empire Food Bank The trailer for collection of nonperishables for the Food Bank will be in front of Art's next week, and into October.

The Black Friday PJ Party is planned this year among interested businesses. Time is likely to be 6:00-8:00 a.m. Separate details and marketing need to be established this year, as the Marketplace will not be promoting it as a part of Thanksgiving Weekend in Glen Arbor this year.

Tree Lighting & Caroling: Fire Department is asked to put lights on the tree this year. The Chamber will purchase 10-12 strings of LED lights, as requested by the Fire Department.

The Marketing Director is working with the Glen Lake Reformed Church Worship Team to create a virtual Caroling Event.

The time for the tree lighting and caroling on Friday, November 27th is to be determined now that there is no Holiday Marketplace following at the Township Hall this year.

Holiday Marketplace, Patricia Widmayer, Holiday Marketplace Chair, reported that, given the current pandemic, a virtual Facebook Artisan Holiday Marketplace is being created to sustain the visibility of the event and support for local artisans. Fifteen artisans from the 2019 Marketplace have responded with initial interest and additional artisans are being invited.

- The artisans will be linked through a common Facebook page to their individual pages offering their unique works. (Carol Murray, one of the Marketplace jewelers, has offered to set it up.)
- Links will go to the artisans' online businesses on whatever platform(s) they have established (website, Facebook, Instagram, etc)
- Artisans will be individually responsible for payments/fulfillment/shipping for all purchases There will be no financial exchange through the Chamber;
- Promotion begins in late October, and the Marketplace will be turned on from November 7th - December 18th (likely the last shipping day before Christmas);
- Optional artisan training sessions are offered online (Zoom) by Carol: September 15th, 10:00-11:30 and October 8th, 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);
- Artisan fee of \$45 will cover marketing by the Chamber's 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.)

Consultation on 2020 Trick-or-Treat

After discussion, the consensus was that, given last year's attendance was overwhelming and could not be safely handled this year, there will be no announcement or placement on the website Event Calendar or no social media/outreach in newsletters, etc. Rather, those businesses that choose to have treats available should have any children in costume appear. Those businesses unable to welcome trick-or-treaters could put a notice at their door or simply close their door on Saturday afternoon, October 31st.

Treasurer's report and dues

Overall the account is in good shape to meet the Chamber's obligations for the balance of the year. The Treasurer reported that, after significant prioritizing of expenses and obligations over the past 21 months:

January 1-December 31, 2019, income and expenses:

Gross income was \$31,304 with the principal source being dues, and other sources being newsletter ads, Restaurant Week fees, Holiday Marketplace artisan fees, ARTirondack chair purchases, and sponsorship donations

Gross expenses were \$23,944 with principal costs being events & activities advertising, website and Facebook marketing, walking maps, insurance, email newsletter, and minimal community donations.

This resulted in a net gain of \$7,360 and cash on hand of \$20,740 on December 21, 2019.

Cash position as of August 31, 2020

The major expenditures for 2020 have, to date, included the annual contribution to the Township Garden maintenance (\$2,000), the new Chamber website (\$10,000) and extensive marketing/outreach for businesses and events through Facebook, newsletters, etc. (\$14,100).

This results in Cash on Hand of \$8,803 as of August 31, 2020, due to careful adherence to the priorities established by the Chamber.

Membership dues

Notices for annual dues renewal will be sent in October. There will be no increase for 2021.

Adoption of Officer/Director Terms and Election

An initial rotation of the current officers and directors terms was moved by the Treasurer, Larry Widmayer (Glen Arbor Bed & Breakfast and Cottages), and seconded by Katy Weisen (Crystal River Recreation District) to conform with the provisions of the new bylaws adopted in Sept. 2019.

Proposed was 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. 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 were invited. There being no additional nominations, Brooke Hazael-Masseiux and Kathy Baarstad were unanimously elected.

Meeting adjourned at 6:45 p.m.

Respectfully submitted

Patricia Widmayer, Secretary to the Board