

Minutes, Tuesday, September 22, 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 and Sue Boucher, Co-Presidents; 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 the 08/18/20 Board meeting and the 09/10/20 Annual meeting.

Treasurer's report: The Treasurer reported no change from the Treasurer's report at the Annual meeting on September 10, 2020. There was cash on hand of \$8,803 as of August 31, 2020.

Membership dues

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

Report accepted unanimously.

Glen Arbor Shoptober

It was proposed by Sue, and approved unanimously, that Glen Arbor Shoptober campaign be created to encourage local purchases before locals shift into the habit of online purchasing for the off-season. The details:

- For every \$350 spent by an individual at Glen Arbor/Burdickville shops or restaurants in the month of October, each qualified person will be entered to win one of two \$100 pre-paid credit cards. (Note: this was ultimately changed to \$100 in Glen Arbor Bucks, with details to be determined.)
- Everyone is encouraged to save receipts dated 10/1/2020-10/31/2020 and submit the receipts to Sue at the Cottage Book Shop or mail to the Chamber post office box by November 10th.
- Envelopes will be distributed that explain SHOPtober, serve as an individual's receipt collection folder, and may then be mailed for entry in the drawing. Kathy ordered 500 envelopes for printing and distribution.

Suggested marketing, working with Raquel on design and implementation:

- Theme: Never too early to Shop Local or Shop for the Holidays!
- Facebook event, website post on calendar, send out press release, and paid posts a couple times through the month for \$10-15 each,

- Member newsletter/notice sent at least 3 times during the month; send subscriber newsletter ASAP.
- Participating retailers asked to tag Chamber in their post and post to their own page
- Share on local Facebook groups, too.

Personal contacts for involving retailers and restaurants:

- Brooke: restaurants
- Katy: Western Avenue from Sobran Gallery to Crystal River Recreation District
- Sue: Lake Street + Kristin Hurlin
- Larry: Momentum/ IGA/ Hardware/ Tea & Spice / Synchronicity

Review of pending events to the end of the year

Trick or Treat: No formal Trick-or-Treat will be announced/sponsored this year. After consultation at the Annual Meeting, it was the consensus that individual shops should make a decision if costumed children appear, but most will simply put a notice out : DUE TO THE RISK, NOT THIS YEAR. That should be the answer to anyone inquiring as well.

Tree Lighting & Caroling: Patricia will work with the Fire Department to get lights on the tree this year. The purchase of LED lights, as requested by the Fire Department, was authorized.

Raquel contacted the Glen Lake Reformed Church Worship Team and they are interested in creating a Caroling Event. If to be through Facebook/stream, Kathy has someone at Cherry Republic (Sarah) who could help. Details to follow.

The two events will, hopefully, be coordinated somehow. After discussion, it was requested that the two events be “broadcast” at the traditional time of 6:30 on the Friday after Thanksgiving.

Holiday Marketplace, At the last meeting, the Board approved the creation of a virtual Facebook Artisan Holiday Marketplace. The fee is \$45 per artisan to cover marketing by our Marketing Director. Promotion will be on all our platforms and press releases through November and December. (NB:Setup is being done by Carol Murray and Patricia Widmayer as volunteers.)

Here is the setup:

- 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, is setting it up.)
- Links will go to the artisans’ online businesses on whatever platform they have established their presence (website, Facebook, Instagram, etc)
- Each artisan is responsible for individual payments and fulfillment/shipping for all purchases;
- Promotions will begin in late October, and the Marketplace will go LIVE November 7th, and continue until December 18th (which is, theoretically, the last shipping day before Christmas;
- Two optional artisan training sessions will be 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);

- A limited onsite “pop up” for perishables is under consideration (with pre-orders similar to the Farmers’ Market), but more needs to be explored on this.

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.

Meeting adjourned at 9:55 a.m..

Next regular Board meeting proposed for Monday, October 19th, 9:00 a.m., by Zoom with agenda to include:

- Approve minutes of 9/22/20 Board meeting;
- Financial report
- Membership renewals report
- Debriefing on Shoptober and Holiday Marketplace issues/actions
- Updates on other pending 2020 happenings pending
- Discussion of assumptions for 2021 re: COVID-19 and implications for Chamber planning

Respectfully submitted

Patricia Widmayer, Secretary to the Board