

Minutes, Monday, November 16, 2020, 9:00 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors **DRAFT**

Meeting called to order by Co-President Sue Boucher at 9:04 a.m.

Attendance:

Connie Kroll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer; Kathy Baarstad, Board member; Patricia Widmayer, Secretary to the Board.

Minutes and Finances

Minutes: Moved by Larry, seconded by Sue, the Board unanimously accepted the Board of Directors Minutes of the 10/19/20 Board meeting.

Treasurer's report (accepted unanimously): The Treasurer reported that there is \$7,423 cash on hand as of 10/31/20. October receipts included payment from artisans for the upcoming Holiday Marketplace (@\$45 each), and sponsorships for the email newsletter. Bills paid included \$750 to Rockwell Art & Design for Chamber marketing work, the Township Christmas tree lights, and Devette & Ford for Directors' insurance.

The year-end accounting should be about \$16,000, including dues renewals.

Membership dues

Notices for annual dues renewal were sent last week by the Treasurer. There will be no increase for 2021. Total receipts from renewals should add about \$13,600 to the account for 2021.

Glen Arbor SHOtober

There were over 40 submissions for the Glen Arbor Bucks drawing for the Chamber SHOtober promotion. Receipts in the envelopes submitted represented 25 local businesses, with the most receipts from Cottonseed and Anderson's IGA.

One submission was drawn from local residents (winner is from Maple City) and one submission was drawn from downstate guests (winner is from Novi). Photos were requested from each for publication in the newsletter.

The Treasurer will give \$200 to Sue to reimburse the store owners who accept Glen Arbor Bucks from the winners.

It was suggested that repeat promotions be scheduled for April and October if circumstances are right.

Review of various business plans/closing and other events

Pandemic developments affecting businesses and the community: Due to the dramatic spike in infections and deaths from COVID-19 in recent weeks, the Michigan Department of Health and Human

Services issued a three-week order closing in-person dining, theaters, most stadiums and arenas, casinos, high schools, colleges and universities, and indoor social gatherings effective tomorrow (November 17th). Although the order received wide coverage, the Marketing Director is asked to send out a notice to all members informing them of the action, in case someone has not read about it.

NOTE: Businesses that are operating in person are also being pressed by MIOSHA to have a written COVID-19 Preparedness & Response Plan readily available via website, internal network or by hard copy. This, too, should be in the alert for all Chamber members. The plan does not need to be submitted to a state or local agency, but must be readily available to State of Michigan representatives or local health or safety authorities in the event of an inspectionand these inspections are being reported as happening with some frequency now.

Chili Cookoff. Kathy reported that the coordinators of the President's Weekend event still – tentatively – plan to carry forward, depending on development vis-à-vis COVID-19 in the next two months. Simply need to keep tabs to know if the Chamber should put the event on the calendar or not. But for now, it should not be on the calendar.

Black Friday PJ Party: After consideration of the COVID-19 “pause” in Michigan, and the closing of participating restaurants for three weeks, it was concluded that there could not be a formal event. This is particularly true since three of the seven GA businesses intending to participate are dining/in-house. Rather, any business still planning specials that day should create and promote them individually, and let the Chamber know if there is anything to feature.

Tree Lighting & Caroling: The Glen Lake Reformed Church Worship Team will videotape a Caroling/Tree Lighting Event in front of the Township Hall for streaming on Facebook beginning the Friday after Thanksgiving at 6:15 which is the traditional time for this live event in previous years. The Chamber is coordinating this event and assuring that there are lights on the tree to turn on through the holiday season.

Holiday Marketplace. The Holiday Marketplace went live with 16 vendors at 8:00 a.m. on Saturday, November 7th. In addition, Friends of Sleeping Bear, a non-profit Chamber member, asked that they be included to offer logo-labeled merchandise that they sell.

The promotion budget includes continual Facebook promotions/boosts, press releases, and four \$25 gift certificate offerings between November 7th and December 15th. Total expenditures will not exceed the fees collected. Raquel is coordinating with Carol Murray, who is volunteering as the “developer,” to promote the event through Facebook, press releases and other avenues. Early views and sales have been encouraging and provide experience to offer a hybrid event (virtual and at the Township Hall) for next year.

A remembrance in both a Facebook post and the member newsletter, with much appreciation and fond memories, was requested for Nancy Wright. Nancy was the thoughtful, dedicated owner of the Manor on Glen Lake and, before that, of LeBear Restaurant. She was a long-time member, caring contributor, and strong supporter of the Chamber.

Meeting adjourned at 9:55 a.m..

Next regular Board meeting is Monday, December 14th, 9:00 a.m., with agenda to include:

- Approve minutes of 11/16/20 Board meeting;
- Financial report
- Membership renewals report
- Debriefing on Holiday Marketplace outcomes
- Updates on pending 2021 community happenings, if any, including the Chili Cookoff
- Discussion of additional adjustments and recommendations regarding Covid -19 safeguards, protocols and requirements.

Respectfully submitted

Patricia Widmayer, Secretary to the Board