

Minutes, Monday, October 19, 2020, 9:00 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors

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 Sue, the Board unanimously accepted the Board of Directors Minutes of the 09/22/20 Board meeting.

Treasurer's report: The Treasurer reported that there was \$8,802 cash on hand as of 09/30/20. September receipts included payment from six artisans for the upcoming Holiday Marketplace (@\$45 each), and a payment of \$598 to Rockwell Art & Design for Chamber marketing work.

Report accepted unanimously.

Membership dues

Notices for annual dues renewal will be sent in November by the Treasurer. There will be no increase for 2021.

Connie agreed to write a statement, to be included with the dues renewal notices, reporting on the accomplishments and events supported by the Chamber. A reminder should be included, too, asking each member to check their listing on the website for any corrections.

Glen Arbor Shoptober

SHOPTober is underway. Envelopes have been distributed throughout the business districts, and there's been extensive coverage as a result of the press releases, with the Enterprise, Glen Arbor Sun and the Ticker all writing full articles. The deadline for receipts is 10/31 and must be received by November 10th for the drawing. Five submissions have already been received.

Raquel is designing the Glen Arbor Bucks to be given to the drawing winners. They will be printed on card stock in \$20 increments, with a one year deadline for presenting them to Glen Arbor merchants.

Review of various business plans/closing and other events

- Cherry Public House will close November 2nd-December 28th in order to shift staff to Christmas order fulfillment;
- Cottage Books will be closed Monday in November & December, and both Monday & Tuesday January through April;

- LaBecasse plans to be open Monday-Saturday, although this may change as circumstances emerge;
- Blu will close October 31st and not reopen until April.

Brooke will check on hours for other restaurants going into the winter season.

Chili Cookoff. No one is sure if the Chili Cookoff is still planned for February. Kathy will check.

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.

And the Glen Lake Reformed Church Worship Team will create a Caroling Event for Facebook to be through Facebook/stream, Kathy has someone at Cherry Republic (Sarah) who could help. Exact time pending, with a request for the traditional time of 6:30 on the Friday after Thanksgiving.

Holiday Marketplace,

The Holiday Marketplace will go live with 16 vendors at 8:00 a.m. on Saturday, November 7th. The promotion budget cannot exceed the fees collected. Raquel is coordinating with Carol Murray, who is volunteering as the “developer,” to promote the event through Facebook, press release and other avenues. The early views have been encouraging.

Kudos to the Friends of Sleeping Bear on their strategy at the Dune Climb, resulting in a dramatic reduction in Dune Climb rescues.

Meeting adjourned at 9:55 a.m..

Next regular Board meeting proposed for Monday, November 16th, 9:00 a.m., by Zoom with agenda to include:

- Approve minutes of 10/19/20 Board meeting;
- Financial report
- Membership renewals report
- Debriefing on Shoptober and Holiday Marketplace issues/actions
- Updates on other pending 2021 happenings, if any
- Discussion of additional adjustments and recommendations regarding Covid -19 safeguards and protocols (and Chili Cookoff)

Respectfully submitted

Patricia Widmayer, Secretary to the Board