

Minutes, Monday, December 14, 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 9:08 a.m.

Attendance:

Connie Kröll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer; Brooke Hazael-Massieux, Kathy Baarstad and Katy Wiesen, Board members; Raquel Jackson, Marketing Director; Patricia Widmayer, Secretary to the Board.

Minutes and Finances

Minutes: Moved by Kathy, seconded by Katy, the Board unanimously accepted the Board of Directors Minutes for the 11/16/20 Board meeting.

Treasurer's report. November receipts included membership fees and one delinquent Marketplace fee. Bills paid included Rockwell Art & Design and \$200 for SHOtober winners. The Chamber continues to be in stable shape.

The 2020 year-end accounting is projected at \$14,450 in total income, including memberships and sponsorships, and total expenditures of \$23,069, including the new website. Acceptance of the November 2020 Financial Statement was moved by Katy, seconded by Brooke and approved unanimously.

Membership dues

Notices for annual dues renewal were sent to 96 businesses and 38% have already been returned. Reminders will be sent in January, along with letters to prospective new members. There is no increase for 2021 dues. Total receipts from renewals should add about \$13,600 to the account for 2021.

Adoption of 2021 budget

The Treasurer presented a proposed balanced 2021 operating budget (attached) that was adopted unanimously. The budget does not, at this time, include any events for 2021. Rather, individual budgets must be developed and be self supporting, if any may safely be scheduled in 2021 (e.g. Pumpkin Festival and Holiday Marketplace).

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

Review of various business plans/closing and other events

Pandemic updates and orders 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 extended the three-week order closing in-person dining, theaters, most stadiums, high schools, colleges and universities, and indoor social gatherings into January. 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.

The Board discussed appropriate actions if any businesses are not adhering to the orders. A report form exists on the Health Department's website to forward complaints.

Developments at the National Lakeshore. The attendance at the Lakeshore was an all-time high in 2020. The passage of the Great American Outdoors Act – plus the significant attendance – has resulted in several positive actions from the Department of the Interior:

- The Lakeshore has been designated as one of 75 parks for big projects, and a staff committee is already looking at improvements to Pierce Stocking Drive;
- An Interior Dept. representative is reviewing possible infrastructure improvements more broadly.

Chili Cook-off. Kathy will continue to report on any plans for the Chili Cook-off in February. 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.

Tree Lighting & Caroling: The Glen Lake Reformed Church Worship Team performed and videotaped the Caroling/Tree Lighting event in front of the Township Hall for streaming on Facebook beginning the Friday after Thanksgiving at 6:15. The Chamber coordinated this event (Thanks Raquel) and assured that there are lights on the tree to turn on through the holiday season.

Holiday Marketplace. The virtual Holiday Marketplace went live with 17 artisans and 2 non-profits at 8:00 a.m. on Saturday, November 7th through Saturday, December 15th.

The promotion budget included continual Facebook promotions/boosts, press releases, and four \$25 gift certificate offerings. Total expenditures did not exceed the fees collected.

Patricia, as the chairman, is soliciting feedback from the artisans and from other organizations that did similar virtual marketplaces. Much needs to be considered vis-à-vis fees, logistics, set up and expectations if a virtual marketplace is to be done again in 2021. It is likely that the recommendation will be to return to the Township Hall with a live event (which has space limited to 28 artisans, who should be juried) and only create a virtual Marketplace for those also the live event.

Meeting adjourned at 9:55 a.m..

Next regular Board meeting is Monday, January 18th, 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 issues and recommendations
- Updates on pending 2021 community happenings, if any, including the Chili Cook-off
- Discussion of additional adjustments and recommendations regarding Covid -19 safeguards, protocols and requirements.

Respectfully submitted

Patricia Widmayer, Secretary to the Board