

Minutes, Monday, February 8, 2021, 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; Katy Wiesen and Kathy Baarstad, Board members; Raquel Jackson, Marketing Director; Patricia Widmayer, Secretary to the Board

Minutes, Finances and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the 01/18/21 Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$13,470 as of January 31st;
- An additional five memberships and a featured member in the newsletter were paid;
- Accounts receivable include \$4,850 in unpaid membership invoices and \$200 for a Featured Member ad;
- The annual \$2,000 contribution will be sent to the Township for Town Garden maintenance.

The Marketing Director is asked to post the new Friends of the Chamber rate in at least the next two newsletter, and to also post the member's rate.

Membership renewals report

The Treasurer report that 73 membership invoices were sent, totaling \$13,787. Of those sent, 47 have been paid to date (and 2 cancelled), for a total of \$8,585. Reminder notices are being sent, and much of the balance is anticipated to be paid.

Discussion of adding non-profits in the Friends category, reevaluating category fee (add to next month's agenda), seeking new members (Connie checking potential for realtors suggesting), creating a new website page to highlight Chamber benefits (Connie draft), and research comparative fees for other regional Chambers (Sue research).

Marketing Report

The Marketing Director reported no further information since last month when the report included:

Website Activity

A new website was delivered in 2020 to bring both community members and visitors an online resource for connecting with local businesses and community events. The Chamber's strong online presence allows our organization to successfully reach people visiting the area, despite not having a physical brick and mortar location. We are committed to sharing current and accurate information about

our members, businesses, the area, through regular website updates, social media sharing and by sending email newsletters.

In the month of August alone, <https://www.visitglenarbor.com/> had 15,780 pageviews, while the year's total was 112,766 pageviews for the website. Average time spent on a page, 1 min 24 sec.

Updates on pending 2021 community happenings

Chili Cookoff

Add the newly formatted Chili Cookoff event to the Chamber calendar online. The Restaurant Group requested a low key promotion pointing to numerous restaurants that will be featuring carry-out Chili on February 13th & 14th, and accepting voluntary donations for the Glen Lake Schools Scholarship Fund.

Note: there will no longer be a single event at Boonedocks on Presidents' Weekend, even with pandemic recovery, due to the overload that has developed for that event at one location. The Restaurant Group will be discussing alternatives over the next year based on the results of this year's model.

Restaurant Week 2021

At this point, consideration is being given to either a Restaurant Week in late April promoting carry-out offerings or, as an alternative, in the fall when Covid-19 is under control and more dining capacity opened. Brooke absent, so not additional information at this time.

Pandemic updates, orders affecting businesses and the community, LPEF and vaccine availability

Sue reported that LPEF discussed the need to:

- Add agriculture workers to the vaccine priority list to protect workers before the planting season begins;
- Enhance communications regarding vaccine availability/signups

Marketing Director asked to post link to the Benzie-Leelanau Health Department on Chamber website.

Development of a long-range plan for the Chamber

Extensive discussion resulted in decisions to:

- Secure a copy of the current Strategic Plan (Sue or Connie)
- Create a Glen Lake Chamber Think Tank with an initial Zoom session on Monday, March 15th, limited to an hour and facilitated by the Treasurer;
- Ask three exploratory questions to initiate the conversation:
 1. What are the strengths/assets of the Glen Lake (business) community that should be emphasized/promoted?
 2. What are the greatest concerns/threats regarding the Glen Lake (business) community that should be considered in any long-range plan?
 3. What are the greatest opportunities in the Glen Lake (business) community going forward?
- Send out specific invitations to a handful of business leaders/staff, and follow with a general invitation to the membership after the March 8th Board meeting. The initial ideas for invitations included: Cottonwood (Lizzie?), Cherry Republic (Leah?), Thatchers (Cookie?), Momentum (Lisa),

Glen Arbor Wines (Lissa?), Old Gristmill (Booth Turner), LVR (who?), Anderson's IGA (who?), Market M22 (Neil?), Grocer's Daughter Chocolate (Jody?)

- Consider how to engage with the Township, as they are pivotal to any resulting action plan;
- Talk in advance with the non-renewals to seek input
- Create a general survey of members after the Think Tank session(s)

Meeting adjourned at 10:30 a.m.

Next regular Board meeting is Monday, March 8th, 9:00 a.m., with agenda to include:

- Approve minutes of February 8th Board meeting;
- Financial report;
- Membership renewals report, reevaluation of Friends' category fee, and report on potential for asking realtors for new businesses to approach
- Marketing report;
- Updates on 2021 community happenings, if any, including the Chili Cookoff (outcome) and Restaurant Week (pending);
- Pandemic updates, orders affecting businesses and the community, LPEF issues and vaccine availability;
- Issues/decisions related to Strategic Planning Think Tank March 15th and other input.

Respectfully submitted

Patricia Widmayer, Secretary to the Board