

Minutes, Monday, April 12, 2021, 9:00 a.m., On-line meeting
Glen Lake Chamber of Commerce Board of Directors

Action items highlighted

Meeting called to order by Co-President Connie Kroll at 9:03 a.m.

Attendance:

Connie Kroll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer; Katy Wiesen, Brooke Hazael-Massieux, and Kathy Baarstad, Board members; Patricia Widmayer, Secretary to the Board

Minutes, Finances and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the 03/08/21 Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$12,095 as of March 31st;
- Accounts receivable include \$3,425 in unpaid membership invoices;

Membership renewals report

The Treasurer reported that 73 membership invoices were sent; most were either paid or cancelled/dropped. However, 17 remain outstanding. A list of delegated calls will be sent to Board members by next Monday, asking Board members to call outstanding members to renew or conclude that member should be dropped from the website Business Directory.

Marketing Report

The Marketing Director reported that the following activity occurred on our dynamic sources:

- The most popular content on www.visitglenarbor.com was:
 - a. HOME page (2,956 page views)
 - b. Places to stay (882 page views)
 - c. Events (747 page views)
 - d. Cottages and homes (743 page views)
 - e. Directory/motels-lodges-resorts (533 page views)
 - f. Directory/dining-specialty-foods-winery (460 page views)
- Social media growth:
 - a. 3,762 Facebook follows, with a monthly increase of 142 followers;
 - b. 1,647 followers on Twitter, and 1,963 followers on Instagram, and a total of 429 posts.
- Sent a total of 6 email campaigns this quarter to 1,114 Area Subscribers, and 300 Membership subscribers with an Open Rate of 43% this quarter.

With reference to the four Wayfinder map updates for 2021, it was determined that – due to multiple changes in businesses – the final map will be produced after the May Chamber meeting when it is likely

all changes may be verified. The Wayfinder maps are on stanchions located on the corners at Boondocks, Cottonseed, M22 Store and the Township Park, and a BIG one on the wall at the Garden Kiosk.

So far, it is known that there are new businesses replacing Smock/Paper/Scissors, Edward Jones, Haystacks, and Northwoods Home & Garden. Thyme Inn has closed

Pending 2021 community happenings

Restaurant Week 2021. Brooke announced that Restaurant Week will be Friday, April 23rd-Saturday, May 1st, with the same \$15/\$25/\$35 menus. Six restaurants are expected to participate with a mix of carry-out and in-house dining (as allowed at the time of the event per Michigan dining safety/protocol guidelines): Blu, LaBecasse, Art's Tavern, Western Avenue Grill, Broomstack, and Cherry Public House.

Policies related to Restaurant Week 2021 were determined by the Board:

- No charge for participation; only Chamber expense is Marketing Director's time
- Chamber post the dates on Website/Newsletters/Facebook announcement, and press release closer to the event, but no outside advertising
- Restaurants use their own websites/social media for any needed promotion
- Anticipated menus available by mid-April for guests' information.

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

Sue reported that LPEF continues to coordinate information about vaccination sites and other distribution issues. The group intends to establish a common message vis-à-vis mask-wearing to post on the A-frames in each town in the County. Further, Katy reflected a common concern that this summer could be difficult vis-à-vis requiring visitors to be masked before entering businesses.

By acclamation, the Board moved to secure three more A-frames with the common message to cover the town, and to print new posters for the existing four.

Discussion regarding the Old Grist Mill and adjacent property zoning

In light of the controversy regarding the zoning of the sensitive, historic property and the adjacent buildings, the Board discussed a common statement should any Board member be asked: "The Chamber Board supports development in the Township in concert with the Master Plan, through proper channels, and with full community input. To that end, the Chamber Board reserves an opinion until the owner presents a complete Business/Development Plan in concert with zoning requirements."

Development of a long-range plan for the Chamber

The Board will use an abbreviated version of "A Report Card on the Four Purposes and Specific Objectives of Chamber's 2015-2019 Strategic Plan" (see Attachment A with March Board minutes) as the discussion sheet for the development of a new long-range plan. The meeting will be Monday, April 19th, 2:00-3:00 p.m. Larry Widmayer will lead the discussion.

A Proposal for Placing Public Art Around Glen Arbor

Patricia Widmayer presented “A Proposal for a Glen Arbor Arts Center & Glen Lake Chamber Collaboration for Placing Public Art Around Glen Arbor.” After discussion, it was agreed that this is an interesting proposal and Patricia should meet with Sarah Kime, Glen Arbor Arts Center Director, to flesh out detail for discussion at the Monday, April 19th Strategic Planning session.

Meeting adjourned at 10:30 a.m..

Next regular Board meeting is Monday, May 3rd, 9:00 a.m., with agenda to include:

- Approve minutes of April 12th Board meeting;
- Financial report;
- Membership renewals report and result of phone calls;
- Marketing report;
- Updates on 2021 community happenings, including Restaurant Week;
- Pandemic updates, orders affecting businesses and the community, LPEF issues and vaccine progress/clinics;
- Issues/decisions related to Board’s April 19th Strategic Plan review and new input, including a proposal to place public art around Glen Arbor and brand Glen Arbor as an Arts Community;
- Discussion of The Old Grist Mill and adjacent property zoning referendum

Respectfully submitted

Patricia Widmayer, Secretary to the Board