

Minutes, Monday, May 3, 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 Sue Boucher at 9:02 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; Raquel Jackson, Marketing Director; Leah Moscovitz, Cherry Republic, Guest

**Minutes, Finances and Marketing**

**Minutes:** The Board unanimously accepted the draft Board of Directors Minutes for the 04/12/21 Board meeting.

**Financial report.** Treasurer Larry Widmayer reported that:

- Cash on hand is \$12,677 as of April 30th;
- Payments totaled \$1,675, and income from additional membership payments totaled \$1,692

**Membership renewals report**

The Treasurer reported that, as a result of outreach from Board members, 10 additional memberships were received and 10 remain outstanding. Last contacts are needed, with the deadline of June 1<sup>st</sup> to remove those still unpaid from the website.

Patricia Widmayer and Leah Moskovitz will work together to update the map, for reprinting, at least of the Wayfinders. Katy reports that the current maps on the stanchions are in poor shape, plus one of the covers is damaged. The Wayfinder maps are on stanchions located on the corners at Boonedocks, Cottonseed, M22 Store and the Township Park, and a BIG one on the wall at the Garden Kiosk.

After discussion, it was decision by roll call vote that, as a service to the community, all businesses will be included on the map (not just members):

Connie Kroll	No
Sue Boucher	Yes
Katy Wiesen	Yes
Kathy Baarstad	Yes
Brooke Hazael-Massieux	Yes
Larry Widmayer	No

**Pending 2021 community happenings**

**Restaurant Week 2021.** Brooke reported that Restaurant Week was a success. It is known that Blu, and LaBecasse sold all of their reserved times; Art's Tavern and Cherry Public House did quite well. No report from Western Avenue Grill.

Since there was no charge for participation this year, and, therefore no promotion funds, the only expense to the Chamber was the Marketing Director's time and a \$60 ad in the Leelanau Enterprise. Press releases were sent out, resulting in coverage on Northern Express, Leelanau Ticker, and 9&10 News.

### **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. However, the common message has not been decided. Jamie Jewell with the Leelanau Peninsula Chamber will share as soon as a decision is made.

### **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 agreed, once again, that the common statement was recommended: "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 continue the abbreviated version of "A Report Card on the Four Purposes and Specific Objectives of Chamber's 2015-2019 Strategic Plan" as the guide for the development of a new long-range plan.

The Board agreed, as an initial project, to continue pursuing "A Proposal for a Glen Arbor Arts Center & Glen Lake Chamber Collaboration for Placing Public Art Around Glen Arbor." Getting it all in place will take nearly a year per the attached timeline (see Attachment A below); Patricia Widmayer was asked to move forward on behalf of the Chamber, with the first step being adoption of an enabling amendment to the GA Sign Ordinance through the Planning Commission and the Township Board.

### **Meeting adjourned at 9:58 a.m..**

The Semi-annual Members Gathering will be Monday, June 14<sup>th</sup>, 5:30 p.m., at the M22 Wine Patio. The Marketing Director is asked to coordinate a wide announcement to invite everyone.

Next regular Board meeting is Monday, June 7<sup>th</sup>, 9:00 a.m., with agenda to include:

- Approve minutes of May 3<sup>rd</sup> Board meeting;
- Financial report;
- Membership renewals report and result of final phone calls;
- Marketing report;

- Updates on 2021 community happenings, including business openings, the Chamber Semi-Annual Gathering, update on new Wayfinder Maps; and status of 4<sup>th</sup> of July parade (at this point no posts).
- Pandemic updates, orders affecting businesses and the community, LPEF issues, vaccine progress/clinics, and a decision on the common language to print on posters for the seven Chamber A-Frames.
- Additional issues/decisions related to Board's April 19<sup>th</sup> Strategic Plan review
- Status of "The Collaborative to Place Juried Public Art Around Glen Arbor" sponsored by the Glen Lake Chamber and the Glen Arbor Arts Center.
- Final plans for the June 14<sup>th</sup> Semi-Annual Members Gathering, including coordination of issues and announcement.

Respectfully submitted

*Patricia Widmayer, Secretary to the Board*

## ATTACHMENT A: May 3, 2021

### A PROPOSAL FOR A GLEN ARBOR ARTS CENTER/GLEN LAKE CHAMBER OF COMMERCE COLLABORATION FOR PLACING JURIED PUBLIC ART AROUND GLEN ARBOR

Based on discussions/email exchanges with Sarah Kime, Arts Center Director, regarding the proposal for a Public Arts Collaboration to Brand Glen Arbor an Arts Community, and a current understanding of the limitations of the Glen Arbor Sign Ordinance, this is the anticipated timeline for the implementation of a Collaboration:

## 2021

### April 28-30

GA Arts Center auctions current five panels online (see photo below) with \$600 minimum

### June-October

Approach GA Township Planning Commission for Public Art Amendment to Sign Ordinance as current ordinance precludes such “signs” on businesses per Zoning Administrator

(Larry Widmayer has researched recommended language, based on existing provisions in many towns, enabling the display of juried public art in annual rotation. Process anticipated to require 5 months from Planning Commission presentation to Township Board adoption.)

### September—February

Arts Center Call for Entry of 2D works to be reproduced/mounted for a full year on the Arts Center building and on the external façades of 5-7 participating Glen Arbor businesses as 5’ x 5’ panels (see current panels at the Arts Center below). Expectation is that 30-40 entries will be submitted.

The accompanying prospectus will specify:

--Intent

--Medium & size, but no designated theme other than compatible/representative for Glen Arbor

--Use/purpose & required permission to reproduce once and displayed for one year, then auctioned for the benefit of an annual Arts Center rotating fund

--Benefits (no payment from Chamber, but great visibility and artist credit/promotion opportunities; Arts Center awards \$500 stipend to their artist since less visible)

--Judging criteria

## **September-October**

Chamber seeks participation from desired businesses, with Arts Center support, for display on business building facades (Arts Center suggests the desired locations include, based on visibility/feasibility:

- M22 Store
- Leelanau Coffee Roasters
- Cottonseed
- Momentum (building owned by adjoining Glen Arbor Bed & Breakfast)
- Coldwell Banker
- Boonedocks
- Petoskey Pete's
- La Becasse (is interested if Empire Sign Ordinance permits)

Chamber chair/committee, with support from Arts Center, secures business commitment and raises \$3,000-\$4,200 total from participating businesses/interested others to pay for 5-7 fabricated panels to be mounted on the business facades. (The resulting fund of \$3,000-\$4,200 will pay for the total cost of fabrication and mounting of the panels @ \$600 each.) The listed businesses were recommended as best for display/branding by the Arts Center. The Arts Center will handle the fabrication and mounting of the panels.

## **2022**

### **February**

Jury panel selected by Arts Center Gallery Director (2020 juror was practicing, exhibiting artist/40 year art teacher Mark Mehaffey). Request is for sufficient selections to allow participating businesses to select most appropriate work for their building.

Participating businesses make panel selection from among chosen works.

### **March-April**

Arts Center orders 5' x 5' fabricated panels to be mounted approximately April 15<sup>th</sup> at businesses (5-7 panels) and Arts Center (5 panels by one artist)

### **May**

Early May Unveiling/Awards Ceremony....cross promotion to mailing lists/ email blasts....post on websites/Facebook/Instagram...Record-Eagle/Enterprise/Sun/Ticker press release

Memorial Day Weekend Winning Artists Celebration Event (jointly sponsored)

### **June**

Begin new cycle with rotating fund created through annual auctions paying for each year's panels, and any overage split 50/50 between the Chamber and the Arts Center

**2023**

**April**

Auction of 2022 work