

Minutes, Monday, August 23, 2021, 9:00 a.m., Cottage Book Pine Patch tent
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, Brooke Hazael-Massieux, Katy Wiesen, Kathy Baarstad, Board members; Patricia Widmayer, Secretary to the Board; Leah Moscovitz, Cherry Republic, Guest

Minutes, Finances, Strategic Plan, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the 06/07/21 Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$8,401 as of July 31, 2021;
- June & July payments totaled \$5,369, including AutoOwners Insurance (1,902); Allegra Printing for 5 Wayfinder signs and graphics (\$748); Leelanau Enterprise for 2 A-frame signs and 4 sets Shop Local posters (\$527); QR Code Generator (\$178); Rockwell Art & Design (\$1183 for May & June work); and miscellaneous expenses.
- Income from additional membership renewals totaled another \$350.

Adoption of the Chamber of Commerce Strategic Plan 2021-24

After discussion, Larry moved, Brooke seconded, and the Board unanimously adopted the Glen Lake Chamber of Commerce Strategic Plan 2021-24, (See Attachment A). Note: After more than six months of recent analysis, and earlier discussions in 2019 led by Peter VanNort, the Board deserves huge kudos for completing this plan!

Marketing Director's report (in her absence, Raquel sent a print report). August newsletters going out momentarily:

- Facebook post 20 times in last 28 days
- Unique website visitors = 4.1K in last month with 61% mobile device and 36% desktop
- Requested input/decisions regarding the following to be publicized/posted:
 - a. Business openings: Welcome Copper Home Goods and Inn & Trail Gourmet
 - b. Chamber Semi-Annual Gathering and Election of Officers and Board Members: September 13th, 5:30, CRO/M22 Wine Patio
 - c. 4th of July Parade: A little smaller due to delayed decision, but Glen Arbor Bed & Breakfast reported distributing 3,000 patriotic, silicon bracelets, so definitely well-attended. No problems; keep going
 - d. Labor Day Weekend Sidewalk Sales: Due to difficulty in securing product, no sidewalk sales promoted this year

- e. Labor Day Bridge Walk: Anticipate that Empire Community Foundation will sponsor, see you
- f. SHOtober: Yes, repeat from last year – worked well. Will Sue organize this? Or whom else?
- g. Pumpkin Festival: Again, not enough Chamber volunteers to organize and sponsor. Ask one last time in newsletter if someone else interested in organizing?
- h. Trick-or-Treat: The event this year will actually be on Halloween, Sunday, October 31st, 12:00-3:00. But NO advertising in Traverse City. Keep posts local.
- i. Black Friday PJ Party goes forward with support from Crystal River Outfitters; Cottage Book Shop; Cherry Republic. Promotion needs to be planned with Raquel.

Old Business

Glen Arbor Walking Map Status

Patricia and Leah worked over several weeks to distribute the new Walking Map QR Code decals and table tents to member businesses in Glen Arbor, Burdickville, and Empire, and were well received. Five hundred decals and 50 table tents were printed, and some remain. Call Patricia (847.570.4891) if more are needed at any member business.

Requested that Raquel include reminder in next newsletter to reach Patricia if missed any businesses. Will deliver decals or table tents. Have more available as needed.

Status of Glen Arbor Artisan Holiday Marketplace

The Township confirmed that the Chamber may move forward with Holiday Marketplace planning now that they have held successful events in the space for the Art Fair and for registration for the Women's Club Running Bear 5K. Patricia, as the Event Chair, sent out applications to more than 30 artisans – most successful repeats from 2019 – to fill the 28 available artisan booths. Applications have begun to arrive. If more artisans are needed, will ask Board next month.

Two complications were discussed and adaptations recommended:

- a. With approval from Fred & Bunny, will move Santa to M22 Wine Patio, which will be enclosed for the winter; too crowded with family photo groups to continue on the Township Hall stage. Thank you Crystal River Outfitters;
- b. With approval from Tim & Bonnie, will move Cider & Donuts to a tent/covering on the front yard immediately after the Caroling/Tree Lighting. Crowd too large to get to back of Township Hall.

Discussion regarding the Old Grist Mill and adjacent property zoning

No implications from approval of the property rezoning in the August 3rd election. Chamber remained neutral.

Status regarding Chamber opposition to Planning Commission action recommending a Zoning Ordinance Amendment to permit single-family-residences-by-right in the Business District

The Chamber's opposition to the proposed zoning change to allow single-family-residences-by-right in the Business District was presented via the letter drafted by Katy, and in person by Larry.

- Passed by GA Planning Commission in July and passed on to the County Planning Commission. The County Commission recommend sending the proposed change back to the GA Planning Commission due to Conflict of Interest questions. Not our issue.
- Larry recommended, as an alternative, to make Single-Family-Residences-As-Special-Use on a lot-by-lot basis; each request would then require approval by the Planning Commission and Township Board based upon a unique set of issues with each lot. Board approved this position unanimously.

- The Township Board has sent the issue of the Single-Family Residences-by-Right back to the GA Planning Commission, with a request for
 1. Proposing a new Planning Commission Enabling Ordinance and Bylaws (neither of which can be found in the Township archives);
 2. Suggesting a process for application of the new Conflict of Interest Ordinance (just passed by the Township Board pending legal counsel approval) and
 3. Reconsider the suggested ordinance under the rubric of the Enabling Ordinance, Bylaws, and the General Board & Commission Conflict of Interest Ordinance.

Regarding: “A Proposal for a Glen Arbor Arts Center & Glen Lake Chamber Collaboration for Placing Public Art Around Glen Arbor

Patricia, as the Chamber’s Project Coordinator, proposed the initial establishment of a Public Art Project in collaboration with the Glen Arbor Arts Center (and with the Chamber Board’s repeated approval). She made the presentation to the Planning Commission on the proposed project (for which an enabling amendment to the sign ordinance was believed to be necessary), and Larry was asked to work with the Zoning Administrator to draft an appropriate amendment, taking in consideration the Planning Commission’s concerns. However, Patricia shared that for several reasons, she is unable to work with the Center’s Executive Director and has withdrawn from the project. **By unanimous consent, no further action will be taken at this time, and the Public Art Project is suspended as a Chamber initiative.**

New Business

Sleeping Bear Gateways Council

Larry reported that he is now a Gateways Council Board member. Their key issue that affects the Chamber is workforce housing and availability. As a result of a \$90,000 grant from USDA, the Council will hire a director to manage this exploration. Larry will consult with Leah, who has wide knowledge on this issue due to her work for Cherry Republic’s workforce housing. Annual Meeting on August 26 at 5pm via Go TO MEETING. All are invited.

Nomination and Election of Officers and Board Members

In compliance with the Bylaws, the following nominations were made for consideration and election at the September 13th Annual Meeting.

(According to the Chamber Bylaws, the Chamber Board consists of 3 officers elected for 2-year terms , and up to 7 directors filling 3-year terms. The new Bylaws require that at least one director is elected / reelected at each annual meeting. Thus, to achieve the staggered terms, the initial terms are recommended to be:)

OFFICER POSITIONS NOMINATED FOR 2 YEAR TERMS:

- President: Kathy Baarstad, Cherry Republic
- Secretary: Patricia Widmayer, Glen Arbor Bed & Breakfast
- Treasurer: Larry Widmayer, Glen Arbor Bed & Breakfast (running for reelection)

NOMINATED TO BOARD OF DIRECTORS POSITIONS:

New three-year terms ending in 2024:

- Katy Wiesen, Crystal River Outfitters (running for reelection)

- Lizzie Gray, Cottonseed

New two-year terms ending in 2023:

- Leah Moskovitz, Cherry Republic
- Kaitlyn Springsdorf, M22 Wine & Events

New one-year term ending in 2022

- Open seat

Continuing for term ending in 2022:

- Brook Hazael-Massieux, LaBecasse

Meeting adjourned at 10:33 a.m..

Next regular Board meeting is Monday, September 27th, 9:00 a.m., Cottage Book Shop Pine Patch tent.

September 27th agenda to include:

- Approve minutes of August 23rd Board meeting;
- Recognition of September 13th Board elections;
- Financial report;
- Marketing report;
- Updates on 2021 community happenings, including SHOtober, Trick-or-Treat, Black Friday PJ Party, Holiday Marketplace;
- Business updates;
- Outcome/implications of Planning Commission recommendation to permit single-family residences-by-right in the business district, new Planning Commission members, and Conflict of Interest policy for all GA Boards;
- Pandemic updates, any orders affecting businesses and the community, and other LDEF issues;
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary to the Board

ATTACHMENT A:

Glen Lake Chamber of Commerce Strategic Plan, 2021-24

GREATEST THREATS THE BUSINESS COMMUNITY OF GLEN ARBOR FACES IN THE COMING YEARS

- Losing small businesses/lack year-round businesses/shortage of retail for visitors
- Business property conversions to short-term-rentals, condos
- Lack diverse restaurants
- Little networking/outreach within business community
- Workforce, affordable housing shortage
- Stale way of thinking of events
- Zoning issue vis-à-vis overlay proposal and business impact
- Township stasis/ awkward relationship/restricts projects (e.g. parking stripping)

GREATEST OPPORTUNITIES FOR GA, AND THE CHAMBER, TO LEVERAGE IN OVERCOMING THREATS

- Promote GA as place to have small business/ create momentum for year-round business / new residents sufficient to attract year-round business/ more shop-local events (like SHOPtober)
- Out-of-the-box event ideas
- Work with Arts Center on identifying as Arts Community
- Use A-frames as alternative messaging for pandemic, events
- Review/ understand Glen Arbor Master Plan / LOGA vs. healthy expansion
- Send Chamber rep to Township meetings/ invite Township rep to Chamber meetings
- Collaborate with Gateway Council on larger issues (workforce, affordable housing)

THEREFORE, THE FOLLOWING ARE THE FOUR GOALS AND THE RELATED OBJECTIVES THE CHAMBER BOARD FRAMED FOR 2021-2024 TO GUIDE THE WORK OF THE ORGANIZATION

GOAL #1: SPONSOR AND/OR SUPPORT COMMUNITY ACTIVITIES

- Distinguish between non-Chamber events for which we provide website support and Chamber-sponsored events. Take credit where credit is due.
- Deploy community banners re: messages & events via A-frame signs? (need use policy here)
- Create a community character (e.g. display public art/ identify as Arts Community)

- Strip M22/Western Avenue & Lake Street annually to assure maximum parking and bike lanes

GOAL #2: SUPPORT MEMBERS

- Distribute information pieces e.g. walking map, wayfinder signs, A frame message boards
- Continually improve the website, social media, features on member accomplishments/successes
- Expand in person member-to-member communications.
- Member to member purchasing incentives/inducements (e.g. SHOPtober)
- Webinars/ Forums (online?) e.g.: Gateway Housing Initiative, COVID guidelines /recovery
- Walk around for summer kickoff

GOAL #3: BRING BUSINESS TO THE COMMUNITY AND ENHANCE AWARENESS OF BUSINESSES

- Better align with National Park Service and the Gateways Council
- Emphasize activities in community for guests e.g. GAAA, Town Park, new Laker Park, Heritage Trail, etc.
- Walk arounds, special sales events, etc.

GOAL #4: RAISE FUNDS TO SUPPORT THE CHAMBER'S GOALS

- Create additional fund raising events.
- Sell website advertising
- Review existing events to improve profit margins.

