

Minutes, Monday, October 18, 2021, 9:00 a.m., Cherry Public House
Glen Lake Chamber of Commerce Board of Directors

ACTION ITEMS HIGHLIGHTED

Meeting called to order by President Kathy Baarstad, at 9:08 a.m.

Attendance:

President Kathy Baarstad; Larry Widmayer, Treasurer; Patricia Widmayer, Secretary; Directors Katy Wiesen, Kaitlyn Springsdorf, Leah Moskovitz, Nancy Miller, Lizzie Gray; Marketing Director Raquel Jackson. Absent: Director Brooke Hazael-Massiex.

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the September 27, 2021, Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$8,905 as of September 30, 2021, including \$7,370 in general funds, and \$1,535 in artisan payments for the Holiday Marketplace;
- September bill payments totaled \$718, including The Trophy Trolley (\$146) for recognition statues for Connie and Sue; State of Michigan/LARA for the Annual Report filing and ; Rockwell Art & Design (\$552) September work.
- Accounts receivable continues at \$350 for overdue memberships from Backyard Burdickville and Thyme Inn.

The Financial report was accepted unanimously.

Marketing Director Raquel Jackson's report:

The Marketing Director developed a flyer that was distributed widely to all retailers in late September, and well-received flyer to be distributed to retailers, along with SHOPtober envelopes to let everyone know details of: SHOPtober; Trick-or-Treat; and Thanksgiving Weekend, including PJ Party, Caroling/ Treelighting, Holiday Marketplace, Santa & Mrs. Claus.

Updates on ongoing projects (all posted on VisitGlenArbor calendar)

a. SHOPtober:

- Raquel booked Leelanau Enterprise Ads first two weeks in October;
- Kait and Leah canvassed with flyers for October/November events, and SHOPtober envelopes with great response;
- Turn receipts/envelopes to staff at M22 Store or mail in envelopes (available at retailers) to PO Box 217, 49636 by end of the month;
- So far only two envelopes/submissions received, but more anticipated by end of the month (status report requested).

b. Trick-or-Treat:

The event this year will actually be on Halloween, Sunday, October 31st, 12:00-3:00. No additional action needed.

c. Thanksgiving Weekend:

The Board authorized two comprehensive Leelanau Enterprise ads (5" x 8") November 10th & 17th in the Leelanau Enterprise @\$296 each, press releases November 1st and 15th about the events with photos, and regular Facebook/social media posts, particularly featuring the artisans/gifts, beginning October 25th.

The two comprehensive Leelanau Enterprise ads are sponsored by: Glen Arbor Bed & Breakfast, Crystal River Outfitters District; Cottonseed Apparel, and Cherry Republic with recognition at the bottom of the ads @\$150 each. The Ads will include:

--Friday morning, November 26th, 6:00-8:00 a.m., Black Friday PJ Party and deals

Acknowledge others participating, including Coffee Roasters, Cottage Book Shop, Tea & Spice, others? Who will gather this list?

--Friday evening, November 26th, 6:15 p.m. Tree Lighting and Christmas Carols led by the Glen Lake Reformed Church Worship Team, on the Glen Arbor Township Hall Lawn

Notes: For Cider & Donuts to happen, Kathy ask Andersons to provide; need 8 gals cider, 550 donut holes -- acquire at Wesco, corner M115 & US 31; cups/napkins, 2 8' tables (Gietzen?), trash cans. Kathy also ask Martin Company to use parking lot, and junior high volunteers if actually happen.

--Friday evening, November 26th, 6:30-8:00, and Saturday, November 27th, 10:00-3:00, Glen Arbor Artisan Holiday Marketplace with 22-24 artisans and non-profits offering holiday gift items. Masks required for all guests.

Expenses/arrangements needed include: \$225 Turner's cleanup, \$50 Santa's Funistrada gift certificate, \$150 favors from Oriental Trading for Santa to share with each child, Facebook boosts for each Santa post, and four posters to point the direction from Township Hall to M22 Wine patio (Raquel designing/pricing)

--Saturday, November 27th, 11:00-1:00, Santa & Mrs. Claus (thank you Fred & Bunny Lanham) will be at the M22 Wine Patio (which is enclosed for the winter) for kids of all ages to share their wish lists and photos with Santa.

- **December holiday promotions to include:**

--December 2nd, Ladies' Night/Wine / Golden Ticket (Cottonseed)/ Restaurants?

--December 11th 10-4, Shop & Sweet Saturday (goodies at shops)

--December 18th Ugly Sweater Dash (1 mile) Dashing Through the Shops

There was no specific designation as to whom will shepherd each of these and how, overall, they will be promoted?

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 Planning Commission did not meet in October due to snafu on posting meeting notice, but is expected at the next meeting November 4th to reconsider the suggested ordinance under the rubric of the new Enabling Ordinance, Bylaws, and the General Board & Commission Conflict of Interest Ordinance. The proposed ordinance, at this point, cannot simply be moved to the Township Board without a public hearing, reconsideration and vote.
- The Chamber continues to oppose the wholesale zoning change to allow single-family-residences-by-right in the Business District. The alternative Chamber position: 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.

Pandemic Updates, any orders affecting businesses and the community, and other LDEF issues

The Leelanau Recovery Team (Kathy Baarstad), reports that:

- There is still an **upward trend of COVID cases in Northern Michigan**, with positive cases reaching peaks seen in April; CDC guidance on pediatric vaccine dosing is anticipated by 10/26; eligibility for boosters now open for older residents and the immunocompromised of all ages;
- **County's broadband internet initiative** is advancing with gap analysis completed, mapping underway, and funding being proposed;
- **Early Childhood Investment Corp. Childcare Initiative Fund was awarded \$318,000** for Leelanau County to recruit a home-based care providers' network, including shared services, start-up costs, and gap coverage;
- Cherry Public House will close for November, and likely for the entire winter due to shift of limited staff to warehouse/distribution;
- **Sleeping Bear Gateways Council continues to explore seasonal workforce housing solutions**, and hired new program director (Elise Crafts) with additional \$121,000 in grant money;
- Vacation rentals are booming, with concern for large national providers targeting Leelanau as potential growth for their business (Cedar report).

Meeting adjourned at 10:38 a.m..

Next regular Board meeting is Monday, November 15, 2021, 9:00 a.m., Zoom.

November 15th agenda to include:

- Approve minutes of October 18th Board meeting;
- Financial report;
- Marketing report;
- Trick-or-Treat results/next year recommendations
- SHOPtober results/next year recommendations
- Last minute details on Black Friday PJ Party, Tree lighting/caroling/Cider & Donuts, Holiday Marketplace, Santa & Mrs. Claus
- Three December Holiday events

- Business updates;
- Quarterly Meet-and-Greet/ winter, March/April events
- November Planning Commission issues
- Leelanau Recovery Team issues, including Covid, Broadband, Child Care
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary

Attachment A

SHOPtobler

Shop Small ~ Eat Local

For every cumulative \$350 spent at local retailers/restaurants* in and around the Glen Arbor area during the month of October, participants can enter to win \$100 in Glen Arbor Bucks.

www.visitglenarbor.com for more