

Glen Lake Chamber of Commerce Annual Meeting Minutes
Monday, September 13, 2021
M22 Store Wine Patio

Action items highlighted

Gathering called to order by Co-President Sue Boucher at 5:45 p.m.

Attendance:

Connie Kroll and Sue Boucher, Co-Presidents; Larry Widmayer, Treasurer; Katy Wiesen, Kathy Baarstad, Directors; Patricia Widmayer, Secretary to the Board; Raquel Jackson, Marketing Director; and many Chamber members

Finances, Strategic Plan, and Marketing

Reports were provided to the membership, including:

Financial report. Treasurer Larry Widmayer reported that finally in stable financial position, as compared to deficit going into 2018:

- General Fund balance: \$8,776, with an additional reserve of \$1,235 from Holiday Marketplace Artisan Fees;
- Project cash of \$18,000 going into 2022 with membership renewals

Strategic plan for the Chamber

A new 2021-24 Strategic Plan was adopted by the Chamber Board and *is attached*.

Marketing Director's report

The new website (Spring, 2019) is performing very well, and regular Facebook posts/ Newsletters have good return. Numbers of hits in all categories is strong.

Updates on 2021 Community Happenings including:

- **SHOPtober will be promoted immediately in order to encourage Shop Local**
- **Trick-or-Treat: October 31st, 12:00-3:00 in the Business Districts**
- **Holiday Marketplace** is planned for the Township Hall November 26-27, along with Caroling/ Tree lighting/Cider & Donuts on the Township Hall Lawn. Santa & Mrs. Claus may be relocated on Saturday to the M22 Wine Patio — which will be enclosed beginning in October. Lanhams have concurred.

Nomination and Election of Officers and Board Members

In compliance with the Bylaws, the following nominations were made by Sue Boucher, seconded by Connie Kroll, and unanimously supported:

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 were 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 Apparel

New two-year terms ending in 2023:

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

New one-year term ending in 2022

- Nancy Miller, Devette & Ford Insurance Agency

Note: Continuing for term ending in 2022:

- Brooke Hazael-Massieux, La Becasse

Recognition of past Co-Presidents Sue Boucher and Connie Kroll by President Kathy Baarstad

A small engraved trophy was given to Sue and to Connie (below), acknowledging their time and important contributions, including:

- Adoption of new bylaws and reorganization of the Board
- Stabilized the finances
- Deliberated
- and adopted 2021-2024 Strategic Plan (attached)
- Initiated ARTironhack Chair Fundraising Program
- Updated the GA Walking Map with QR Code decals throughout GA/Empire/Burdickville businesses and Wayfinder stantions at key corners/garden kiosk
- Created a new, dynamic website;
- Initiated Pumpkin Festivals through 2019
- Represented businesses as part of Leelanau Recovery Team and stationing “Be Kind” signs through pandemic



Open Q&A session

President Kathy Baarstad adjourned the meeting at 6:30pm

Next regular Board meeting is Monday, September 27, 9:00 a.m. at Cherry Public House

Attachment: 2021-2024 Chamber Strategic Plan

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.