

Minutes, Monday, September 27, 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 9:02 a.m.

Attendance:

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

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the August 23rd Board meeting and the September 13 Annual meeting, including the Election of Officers.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$8,402 as of August 31, 2021;
- August payments totaled \$1,029, including Allegra Printing (\$136) for QR code walking map decals, Leelanau Enterprise (\$342) for QR code walking map table tents; Rockwell Art & Design (\$552 for July work); and miscellaneous expenses.
- Income from additional membership renewals totaled another \$350.

The Financial report was accepted unanimously.

Larry moved to make Kathy Baarstad the Registered Agent for the Annual Corporate filing with the Michigan Licensing & Regulation Authority (LARA). Seconded by Brooke. Unanimously adopted.

Marketing Director Raquel Jackson's report:

Another step in restoring services/businesses in Glen Lake: Stories & More is resuming Thursday mornings at the Glen Lake Library;

In the last 28 days, the top website content was Home page (1383 views); Things to Do (554 views); Events (550 views); Walking Map (467 views) and Trails (425 views); unique website visitors = 4.3K in last month, with average time per page of 1 minute/23 seconds;

Regarding the Chamber's August Member newsletter opening stats: 120 openings/320 sent.

Flyer to be developed and distributed to retailers, along with SHOPtober envelopes – thanks Leah and Kait --to let everyone know details of: SHOPtober; Trick-or-Treat; Thanksgiving Weekend, including PJ Party, Caroling/Tree lighting, Holiday Marketplace.

Updates on ongoing projects (all posted on VisitGlenArbor calendar)

a. SHOtober:

- Raquel has booked Leelanau Enterprise Ad first two weeks in October (see attached after discussion on make colors more prominent from 1st draft)
- \$350 local retailer threshold (except lodging) for entry to lottery
- 2 \$100 Glen Arbor area bucks winners (one local and one outside; one year valid)
- Turn receipts/envelopes to staff at M22 Store or mail in envelopes (available at retailers) to PO Box 217, 49636
- Kathy/Cherry Republic print/ help distribute flyers & envelopes to retailers (Leah, Kait)

b. Trick-or-Treat:

The event this year will actually be on Halloween, Sunday, October 31st, 12:00-3:00.

c. Black Friday PJ Party,

Friday, November 26th, 6:00-8:00 a.m., goes forward with support from Crystal River Outfitters; Cottage Book Shop; Cherry Republic; Cottonseed Apparel. Promotion by Marketing Director

d. Glen Arbor Artisan Holiday Marketplace and associated events

Patricia reported, as Event Chair, that artisan recruitment going forward with good numbers and diverse media. Will again be at Township Hall Thanksgiving Weekend, Friday evening 6:30-8:00, Saturday, 10:00-3:00. Modifications include:

- Caroling & Treelighting (6:15), followed by Cider & Donuts offered from a tent on the front lawn of the Township Hall (thank you Tim & Bonnie, Art's Tavern); Glen Lake Reformed Church Worship Team requested again for leading caroling (Raquel make request);
- Board unanimously agreed that masks required and available at door for Marketplace;
- Santa & Mrs. Claus (thank you Fred & Bunny Lanham) will be at M22 Wine Patio, which is enclosed for the winter. Board asked 11:00 a.m. -2:00 p.m. Yard signs/A-frame posters pointing to location;
- Will make refreshments available outside kitchen so no cleaning required.

Business updates:

- Urge retailers to regularly post open hours/days;
- Create list somewhere for lodging/post of what restaurants open Mon/Tues/Wed, particularly;
- Riverfront Deli closing Friday, October 1st for renovations and open in Spring (congratulations Matt and Katy); will be known as Riverfront Social: All Day Provisions.

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 has been repeated to Planning Commission and to Township Board by Larry. Kathy will attend/repeat at next Planning Commission meeting October 7th. As alternative, Chamber urges: 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.**

- It is understood that the Planning Commission must now reconsider the suggested ordinance under the rubric of the new Enabling Ordinance, Bylaws, and the General Board & Commission Conflict of Interest Ordinance.
- New Planning Commission members appointed by Township Supervisor: Andy Dotterweich (sp?) and Jeff Geitzen

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

No report this month

Sleeping Bear Gateways Council

Larry moved that the Chamber provide a letter of support for Housing North’s application for a Leelanau County Housing Ready Program Director. Unanimous. Kathy will sign.

State actions regarding Attainable Housing

Leah shared Michigan HB 360 regarding Attainable Housing (new term in place of Affordable Housing).

Meeting adjourned at 10:38 a.m..

Next regular Board meeting is Monday, October 18, 2021, 9:00 a.m., Cherry Public House.

October 18th agenda to include:

- Approve minutes of September 27th Board meeting;
- Financial report;
- Marketing report;
- Updates on continuing projects, including SHOtober, Trick-or-Treat, Black Friday PJ Party, Tree lighting/caroling, Holiday Marketplace; Retailer Holiday Sales Events
- Business updates;
- Outcome/implications of Planning Commission organization issues, recommendation to permit single-family residences-by-right in the business district, new Planning Commission members;
- Pandemic updates, any orders affecting businesses and the community, and other LDEF issues;
- 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