

Minutes, Monday, November 15, 2021, 9:00 a.m., by Zoom
Glen Lake Chamber of Commerce Board of Directors

ACTION ITEMS HIGHLIGHTED

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

Attendance:

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

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the October 18, 2021, Board meeting.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand is \$8,538 as of October 31, 2021, including \$2,070 in artisan payments for the Holiday Marketplace;
- October bill payments totaled \$977, including Big Water Media hosting services (\$60) ; US Postal Service mailbox ((\$84); Oriental Trading for Holiday Marketplace/Santa handouts (\$213); and October work by Rockwell Art & Design (\$620).
- Accounts receivable is \$8,387 including 40 2022 memberships still due, and \$175 for a Holiday Marketplace ad sponsorship.

2022 dues invoices have been sent, and many have already been returned. However, there is a noticeable decline in renewals that needs to be discussed at the December meeting.

The Financial report was accepted unanimously.

Marketing Director Raquel Jackson's report:

The Marketing Director reported that, with regard to the website, use continues to be strong with the top ranked pages, in order: Home; Events; and Things to Do. The Marketing Director's late October/November emphasis continues to be daily Facebook posts promoting the artisans showing at the Marketplace.

Updates on ongoing projects (all posted on VisitGlenArbor calendar)

a. SHOPtober

Reported more than 50 submissions. The two winners – one local and one at a distance – have now been drawn and their Glen Arbor Bucks will be delivered. Katy asked that, for next month’s meeting, a tally be made of how much was spent – and where – with the submissions.

The flyers, distributed by hand, really helped in terms of both interest and making a face-to-face contact with smaller member businesses, particularly as this created a staff connection rather than just an email to the owner/manager.

b. Trick-or-Treat:

The event was a success with some businesses reporting more that 300 kids. The time was good and recommend last Sunday in October, 12:00-3:00 again.

c. Thanksgiving Weekend:

The Board continues to be supportive to the multiple events that are evolving:

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

Acknowledge all participating. Raquel send out message asking who is joining, but don’t be concerned with specific deals/offerings? Theme: Definitely worth waking up for!

--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

--Friday evening, November 26th, 6:30, Cider & Donuts on adjacent Martin Realty parking lot.

At the time of this meeting, there were not enough details/arrangements to make it happen.

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

All plans are in place, and substantial promotion underway. Only need assistance with passing out masks and setting up/ selling sandwiches/chips to artisans and guests on Saturday. Friday evening is covered by Widmayer’s Thanksgiving guests. Volunteers need to be confirmed.

--Saturday, November 27th, 11:00-1:00, Santa & Mrs. Claus 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.

All arrangements together. Raquel will put “Santa directional yard signs” guiding those who want to see Santa from the Township Hall to the M22 Wine Patio.

d. December holiday promotions:

Raquel has written press release to go out on Monday 22nd, as more details are clear. Outreach assigned to all Board members to explain and confirm participation:

--Thursday, December 2nd, 4:00-7:00: Ladies’ Night with Wine pours at participating businesses including Glen Arbor Wines, Golden Ticket at Cottonseed, prix fixe menus at Blu, LaBecasse, Funi, others

--Saturday, December 11th 10-4, Shop & Sweets Saturday, treats/crafts at participating shops

--Saturday, December 18th , 11:00, Ugly Sweater Dash (1 mile) Dashing Through the Shops rest of day
Sponsored by Cherry Republic, after race wear ugly sweater all over town and pick up last minute gifts.

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

- Kathy will present the Chamber's position in Public Comment at the Township Board meeting tomorrow (Tuesday, November 16th, 7:30). 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 (Larry Widmayer), reports that:

- There is a continuing upward trend of COVID cases in Northern Michigan, with positive cases resulting declaration of CODE RED at Munson; CDC has now approved 5-11 year-old doses and clinics are now offering; eligibility for boosters now open for most adults 18 and over with availability at many clinics and pharmacies ;
- 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. Two staff have been retained and budget due by January 1st;
- 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, and the Legislature is actively working to pass HB4722 which would make short-term-rentals a residential (rather than commercial) use, limiting restrictive ordinances from being enacted for STRs by any local jurisdiction in the state.

Meeting adjourned at 10:20 a.m..

Next regular Board meeting is Monday, December 13, 2021, 9:00 a.m., Zoom.

December 13th agenda to include:

- Approve minutes of November 15th Board meeting;
- Financial report;
- Discussion of declining membership (due to cottage shift to OTAs)
- Marketing report;
- Report on:
 - a. Black Friday PJ Party,
 - b. Bed Parade,
 - c. Tree lighting/caroling
 - d. Cider & Donuts,
 - e. Holiday Marketplace,
 - f. Santa & Mrs. Claus
- Three December Holiday events:
 - a. December 2nd Ladies Night

- b. December 11th Shop & Sweets Saturday
- c. December 18th Ugly Sweater Dash & Dashing through the Shops
- Business updates;
- Quarterly Meet-and-Greet/ winter, March/April events
- November/December Township Board/Planning Commission issues
- Leelanau Recovery Team issues, including Covid, Broadband, Child Care
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary