

Minutes, Monday, December 13, 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 9:10 a.m. on Zoom**

**Attendance:**

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

**Minutes, Finances, and Marketing**

**Minutes:** The Board unanimously accepted the draft Board of Directors Minutes for the November 15, 2021, Board meeting, without amendments.

**Financial report.** Treasurer Larry Widmayer reported that:

- Cash on hand is \$14,449 as of November 30, 2021, including all artisan payments for the Holiday Marketplace;
- November bill payments totaled \$1, 836, including \$238 to Allegra Printing (Holiday Marketplace posters), \$290 to Leelanau Enterprise (SHOPtober ads), \$623 to Devette & Ford (Officers Liability Insurance) and \$685 for November work by Rockwell Art & Design.
- Accounts receivable is \$5,378 including 25 2022 memberships due.

2022 dues invoices have been sent, and many have already been returned. However, there is a noticeable decline in renewals that will be discussed at the January meeting and a Kickoff is anticipated for early May. Raquel resent the introductory Chamber packet to be shared with new members.

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 (Note that the Thanksgiving events drew most of the clicks)

- Welcome/Home page
- Glen Arbor Holiday Marketplace
- PJ Party "Better than Black Friday" Shopping
- Bed Parade
- Upcoming events
- Business Directory

And on the Chamber's email campaigns:

- 3 emails were sent in November, including Member News (41% opened), Subscriber News (46 % opened), and "ATTN: We need you! (40% opened, although no new volunteers showed up)"
- 4 emails sent in December, including:
  - Member News (39% opened)
  - Area News, sent December 1<sup>st</sup> (40% opened)
  - Area News, sent December 10<sup>th</sup> (37% opened)
  - Member News again, since so much happening leading the Christmas

And, as for Facebook Insights over the last 28 days, page views up 200%, with posts reaching 8,190 people, averaging 1,737 people per post

### **Updates on continuing series of projects (all posted on VisitGlenArbor calendar)**

#### **SHOPtober**

Kait reported these highlights:

- 57 envelopes ( there were 3 different people that had 3 envelopes each)
- 34 from Michigan (14 from NW, 16 from SE, 3 from SW)
- Out of state visitors included : Illinois, D.C, Ohio, California, Indiana
- Total of \$27,000.06 spent, with an average of \$473.69 per envelope.
- Businesses represented: Andersons, Coastal, M22 Glen Arbor, GA Artisans, Cottonseed, Becky Thatcher, Totem, The Cyclery, Imagine That, Cottage Bookstore, Copper, Ruth Conklin, Cherry Republic, Northwoods Hardware, Boondocks, Western Avenue Grille, Rinco, Inn& Trail, Funistrada, Blu, Bay Lavender, Glen Arbor Arts Center, Glen Lake Salon, Baywear, Petoskey Pete's, Good Harbor Grille, Great Lakes Tea, Arts.

#### **Thanksgiving Weekend:**

Preliminary assessment of the respective events follows, and a more thorough review will be undertaken at a special meeting on Monday, January 10, 9:00 a.m. on Zoom. A survey should be developed for input on the various events.

(Note: Channel 9&10 News covered all the events in 2 minute segments every half hour from 5:45-8:45 a.m. on Friday. Thanks to Patricia for facilitating all of the segments for Madison Schlegal, who was the reporter. Sure did generate great PR, but 5:45 is extraordinarily early!!! And thanks to everyone who shared the segments: Raquel Jackson, Lizzie Gray, Cookie Thatcher, Becky Thatcher, Carol Murray, M22/Coastal/Santa team, and Good Harbor Grill team.)

#### **--Friday morning, November 26<sup>th</sup>, 6:00-8:00 a.m., Black Friday PJ Party and deals**

There needs to be a uniform time for opening, suggested to be 7:00-9:00. Cottonseed Apparel did not have a single customer until 6:30, and several did not open until 7:00.

**--Friday morning, November 26<sup>th</sup>, 9:00 a.m. Bed Parade** sponsored by Becky Thatcher. A respectable crowd showed up on Western Avenue and several beds rolled down the street. No further support needed from the Chamber, although plans MUST be confirmed earlier if PR/promotion is expected.

**--Friday evening, November 26<sup>th</sup>, 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**

Many thanks to the Worship Team, but a much greater projection/speakers are needed for everyone to be able to hear and participate. How can this be accomplished? There were likely to have been 400 participants.

Moreover, more decorations are suggested for the trees and the front of the Township Hall. Suggest to the Township Board?

**--Friday evening, November 26<sup>th</sup>, 6:30, Cider & Donuts, moved inside at the last minute.**

This was really difficult, as a table was set up near the front entrance to the hall and created both a logjam for 400 people trying to enter the hall and considerable spillage from cider & donut offerings. (The Martin parking lot, although offered, turned out to be too small and not visible to the carolers to transition after the caroling.) Consider eliminating this as an awkward extra that does not add, particularly, to the event, but creates several complications.

**--Friday evening, November 26<sup>th</sup>, 6:30-8:00, and Saturday, November 27<sup>th</sup>, 10:00-3:00, Glen Arbor Artisan Holiday Marketplace. Masks required for all guests.**

All plans were in place and 22 artisans showed their wares. Although there was a line waiting for the 10:00 opening of the Marketplace on Saturday, attendance fell off as the football games began on TVs across the region. Recommend that new time be 9:30-2:00. Plus, a new co-chair is needed for the event if it is to continue, and more volunteers MUST be confirmed. The Widmayers (and their personal Thanksgiving guests/family), plus Kathy B., Brooke, and limited help from Leah and Calysta (Anderson's) were not sufficient.

Know that there were limited objections to Masks Required. Fewer than 10 turned around and left. Masks were offered as each potential buyer entered both Friday evening and Saturday.

**--Saturday, November 27<sup>th</sup>, 11:00-1:00, Santa & Mrs. Claus at the M22 Wine Patio (which is enclosed for the winter)**

Per Kait (CR Recreational District) "We didn't specifically count how many families/kids there were, but it stayed very busy right up to 12:15, and died down a little after that. There were enough goodies, and Mrs. Claus brought some candy canes as well. Looking forward to next year, this year was a good learning curve. Thankfully we had Nick, our Recreation Manager, who helped with the flow of families. The two hour segment was a perfect time frame. The directional signs were great. Next year, we would love to have it up on the stage, but we will need to make sure we either have a cover and/or extra heat. If not, we can still have it underneath the wine patio, but we would have to make a set decision so we can have it decorated accordingly."

**December holiday promotions:**

**--Thursday, December 2<sup>nd</sup>, 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.** Collectively blown away by success. Turned out for every business open, plus many at restaurants.

**--Saturday, December 11<sup>th</sup> 10-4, Shop & Sweets Saturday, treats/crafts at participating shops.** Bad weather limited participation. Consider combining with Ugly Sweater on a single Saturday. Simply did not work for time/date organized.

**--Saturday, December 18<sup>th</sup>, 11:00, Ugly Sweater Dash (1 mile) Dashing Through the Shops rest of day**  
Postponed to after Christmas due to extended power outage.

**Business updates:**

Nancy Miller (Devette & Ford) announced that the State of Michigan will be rebating each vehicle owner \$400 on their insurance in the spring, representing overpayment due to the new insurance law.

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

- Multiple speakers are needed to reinforce the Chamber's position in Public Comment at the next Planning Commission meeting Tuesday, January 6th, 7:30). Brooke volunteered to testify, but two more needed. The Planning Commission has been asked by the Township Board to state their Findings of Fact/Rationale, and the Zoning Administrator Tim Cypher is preparing their statement for this next meeting.

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 Township based upon the unique set of issues with a lot.

**Meeting adjourned at 10:04 a.m..**

A special meeting is called for Monday, January 10<sup>th</sup> to discuss all of the November/December events. The next regular Board meeting is Monday, January 17<sup>th</sup>, 9:00 a.m., both by Zoom.

January 17th agenda to include:

- Approve minutes of December 13th Board meeting;
- Financial report;
- Discussion of declining membership (due to cottage shift to OTAs), and action plan
- Marketing report;
- Report on outcome/recommendations from the Special Meeting to review all the November/December events, and proposal for quarterly meet-and-greet/winter/March-April events
- Business updates;
- Township Board/Planning Commission issue re: Business District proposed rezoning, including February 3<sup>rd</sup> Public Hearing
- Leelanau Recovery Team issues, including Covid, Broadband, Child Care
- Date for the next Board meeting.

Respectfully submitted

*Patricia Widmayer, Secretary*