

Minutes, Monday, April 25, 2022, 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 9:02 a.m. on Zoom

Attendance:

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

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the March 21st, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash \$13,660 on hand on March 31st, 2022;
- March bill payments totaled \$2,943, including \$2,000 to the Township for GA Garden support; \$300 to the Glen Lake Garden Club for the M22 Streetside planter flowers and \$643 for regular website and graphics work by Rockwell Art & Design.
- Accounts receivable is \$2,712 for 2022 memberships due, and \$500 for email and website marketing

Membership report:

Larry send out a full member status report, showing 64 paid member (or multiple members with some businesses, and 13 unpaid members/ that need to be contacted or deleted from the website.. Those unpaid members that need to be contacted include:

- Arbor Woods Cottages
- Ashmun Portrait Art
- Birch Shores Resort
- Glen Lake Lodge
- Grandpa's Place (Thompsons)
- Grocer's Daughter Chocolates
- Lake Street Studios
- Laura Tarsa, Coldwell Banker Schmidt
- Nature's Rentals
- Petoskey Pete's
- Sportsman Shop, The Mariah Charters
- The Cottonwood Inn
- Villa Glen Resort

A decision was made at the last meeting to drop from the website, any businesses that have not renewed by the end of March. Larry will call Raquel with decision to remove.

The Financial report was accepted unanimously.

Marketing Director Raquel Jackson's report:

These issues were discussed: the online map, linked to the QR code, was updated, 59 new subscribers were added, and, the time on the website by guests continues to increase.

It was decided that there will be four Chamber Connect events this year:

- 5:00-7:00 gatherings for chamber members – were planned for the following:
 - a. May 12th, “Spring Fling” at Cherry Republic
 - b. June 16th, “Summer Sipper” at Devette & Ford
 - c. September 15th, “Fall Roundup” at M22 Store/Wine Patio
 - d. October 20th, “It’s a Wrap”, at LaBecasse

Raquel is asked to post all four dates on website, send out May 12th email, and Save-the-Date note for June 16th.

The expectations are that

- Check-in table/Signin/drink ticket for complimentary pour/ doubles as raffle ticket
- Welcome from host business, announcements/what’s happening, introduction of any special guests/new businesses/ raffle drawing

The **Events Committee is organizing a local event the weekend before Memorial Day (20th, 21st, 22nd)**, themed “Be-a-tourist-in-your-own-town” Season Opener with punch cards with 6 bases distributed to win Glen Arbor Bucks, and flyers out to all the Chamber businesses. The goal is to get local residents to visit businesses before the season opens.

- -\$150 approved for 250 Punch Cards
 - - HOME PLATE- M22 and Cottonseed would be the places where participating customers will pick up their punch cards.
 - - Each participating business will either use a hole punch or unique sticker to mark a “base”.
 - Participating customers must purchase something to get a punch on their card.
- Leah and Kait will “canvas” up to 2 weeks before the event with flyers describing the event.
- Prizes: Discussed having 3 different prizes, but finally decided on Glen Arbor Bucks for all three.
- To enter their punch cards, they have to turn it back into M22 Glen Arbor or Cottonseed.

Glen Arbor Arts Center inquiry about July 3rd Patriotic Band Concert

The Glen Arbor Arts Center sent a message inquiring if the Chamber would arrange and host a July 3rd Patriotic Band Concert with the NMC band somewhere in Glen Arbor. After discussion, the decision was that this would be too complicated and labor-intensive and at an unknown location on a very busy/ committed date for the Chamber Board members. The President is requested to relay a message that the Chamber is unable to do this for such a limited audience estimated between 60 and 100 attendees.

Restaurant Week, April 29-May 7th

Coordinated by Brooke, and sponsored by the Glen Arbor B&B and Gordon Foods, the Annual Restaurant Week “rises again.” It is bigger than ever with several restaurants fully booked for each weekend. The menus have now been posted on the Chamber website.

Only 50 posters were posted, nearly all in Glen Arbor, to get the word out locally. Also social media and radio

The following restaurants are participating, :

- Art's
- Blu
- Broomstacks
- Cherry Public House
- Funistrada
- LaBecasse
- Western Avenue Grill

Business updates:

- Affordable/Workforce Housing (Gateway Council). Announced exchange
- Broadband/ High-Speed Internet (Leelanau County)
- Infant/Toddler Collaborative had two new interested providers in March, so word is spreading, and program is carefully organized to attract new providers

Meeting adjourned at 10:00 a.m..

The next regular Board meeting is Monday, May 23rd, 10:00 a.m., in person in the Glen Lake Library Meeting Room.

May 23rd agenda to include:

- Approve minutes of April 25th Board meeting,
- Financial report;
- Marketing report/
- Chamber Connect gathering plans for May and June
- Events Committee report (Season Opener)
- Restaurant Week report
- Holiday Marketplace plans/outreach
- Business updates;
- Updates on Leelanau Recovery Team, including Affordable Housing (Gateway Council), Broadband (Leelanau County), Child Care (Infant/Toddler Collaborative)
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary

Notes from the Special Subcommittee meeting regarding the Holiday Marketplace, Monday, April 25, 2022, 10:00 a.m., by Zoom

Holiday Marketplace discussion: (Kathy, Kait, Leah, Patricia, Larry)

Recommendations:

- Move the Holiday Marketplace, Saturday only, to a high volume weekend in October since no one is able to chair for Thanksgiving Weekend
- Features should include music onstage, invite Lord-of-the-Gourd and other Fall/Halloween features to attract guests while there is a strong crowd still in town (plus the stage is available since Santa will not be featured in October;
- Explore Township Hall availability for October 15th or October 22nd;
- Patricia is asked to canvas artisans about interest before the next Chamber Board meeting and propose assignment of roles for an October event;