

Minutes, Monday, May 23, 2022, 10:00 a.m., at the Glen Lake Community Library  
Conference Room  
Glen Lake Chamber of Commerce Board of Directors  
**DRAFT**

**Meeting called to order by Treasurer Larry Widmayer, at 10:02 a.m.**

**Attendance:**

Larry Widmayer, Treasurer; Patricia Widmayer, Secretary; Directors Kaitlyn Springsdorf, Katy Wiesen (on Zoom), Lizzie Gray, Nancy Miller. Marketing Director Raquel Jackson.

**Minutes, Finances, and Marketing**

**Minutes:** The Board unanimously accepted the draft Board of Directors Minutes for the April 25, 2022, Board meeting, without amendments.

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

- Cash = \$14,160 as of April 1<sup>st</sup>, 2022. ;
- April bill payments totaled \$903, including \$743 regular website and graphics work by Rockwell Art & Design; Big Water website hosting, and Glen Arbor Bucks payment to Cottonseed.
- Accounts receivable was \$1,313 for 4 additional Chamber memberships, 2 email newsletter ads/sponsorships, and \$200 in Restaurant Week sponsorships.

**Marketing Director Raquel Jackson's report**

- Website traffic is outstanding with 32% increase in May over April, most followers are women, and "Upcoming Events" the most visited content;
- Raquel reminded everyone that a call needs to be made to the Township to select a Parade Marshall and to "check in" with Stan Brubaker. Nothing else needed for 4<sup>th</sup> of July Parade except posting on website.
- Sidewalk Sales will be Friday/Saturday/Sunday/Monday of Labor Day Weekend. Needs to be on Website calendar and announced at "Chamber Connect"
- The first Chamber Connect gathering of the season was:
  - a. May 12<sup>th</sup>, "Spring Fling" at Cherry Republic: 20 members gathered including Leelanau Enterprise and the new owners of the Sleeping Bear Inn in Glen Haven.

**The next Chamber Connect will be:**

- b. June 16<sup>th</sup>, "Summer Sipper" at Devette & Ford, 5:00 – 7:00.

Director Nancy Miller, of Devette & Ford, shared the plans for the evening.

**The expectations are that**

- Check-in table/Signin/drink ticket for complimentary pour/ (in the case of Devette & Ford, it will be flavored waters/Great Lake Tea & Spice drinks, which will double as a raffle ticket
- Welcome from host business, announcements/what's happening, introduction of any special guests/new businesses/ raffle drawing

The Events Committee organized a local promotional event the weekend before Memorial Day (20<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>), themed: "Season Opener" with cards with 6 bases distributed to win Glen Arbor Bucks, and flyers out to all the Chamber businesses. The goal is for town "guests" to be incentivized to visit businesses before the season opens.

- 250 Punch Cards were distributed:
  - - Participating visitors picked up and then turned in their punch cards at M22 Wine Store and Cottonseed;
  - - Each participating business used either a hole punch or unique sticker to mark a "base".
  - Participating customers must purchase something to get a stamp on their card.
- Prizes: Glen Arbor Bucks.

The Event Committee recommended that this continue for May 2023 given interest this year. But just use stickers in the future to mark the respective businesses. Punches too complicated.

Too, someone needs to talk with Tim & Bonnie about accepting Glen Arbor Bucks.

### **Restaurant Week, April 29-May 7<sup>th</sup>**

Brooke reported Restaurant Week was a great success this year with most restaurants selling out. La Becasse actually extended for another week. The menus were posted on the Chamber website.

The following restaurants participated :

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

Based on feedback from the participating restaurants, it was decided that in 2023, no fixed price will be posted for meals. Rather, each restaurant will post their menus and set their own price point based on costs and menu complexity.

### **Holiday Marketplace rescheduled per Events Committee**

Patricia was asked to canvas artisans about interest in a restaged Holiday Marketplace to be on Saturday, October 15<sup>th</sup> at the Township Hall. In order to assess interest, she shared the following letter that was sent to more than 20 artisans who participated in previous years in order to assess interest:

Dear Artisan,

“The Glen Lake Chamber of Commerce is exploring a new Holiday Marketplace experience this year and are VERY hopeful that you will join us to make it happen for the benefit of your business, our community and visitors. Because we no longer have an event chair available for Thanksgiving Weekend, it is our plan to restage it on Saturday, October 15<sup>th</sup>, at the very beginning of the holiday time, at the Township Hall. Call it a “Plan-Ahead-to-Get-All-of-Your-Special-Gifts-Before-You-Leave-for-the-Season” event. Moreover, we’ll sponsor a wide-ranging online, social media and “on the street” marketing campaign plus special happenings from the stage, musical groups, costume events and other creative ideas to draw a crowd.

“Will you join us to offer your artistic works on Saturday, October 15<sup>th</sup>?”

“We are not only writing with this invitation to join us, but, if we don’t hear from you in response to this message, will call to get your feedback and confirm your participation. Too, do you recommend other quality artisans who may not have been able to join us in the past, who may be interested in showing on that day? We know there will be opportunities to add some very appealing new works.”

Calls will be assigned to Board members to reach those artisans who do not respond in the next 10 days.

If the overall response is positive, plans need to be arranged to draw a crowd, to include:

- Music onstage (maybe Glen Lake Schools band, sponsored groups)
- Lord-of-the-Gourd
- Other Fall/Halloween features

**Then, over the holidays, it is suggested that the following, become “Holidays in Glen Arbor”, through joint marketing to include:**

- **Friday after Thanksgiving:** PJ Party (time?), Bed Parade (consult with Becky & Cookie); Tree lighting/ Caroling (time?) sponsored by Township Hall
- **Saturday after Thanksgiving:** Santa & Mrs Claus on M22 patio 11:00-12:30 /Strolling Lights Festival (sponsored by M22 Store)
- **2 December events:** Ladies Night (first Wednesday in December sponsored by Cottonseed and others / Ugly Sweater Race and travel around town (Sponsored by Cherry Republic

**Business updates:**

- Glen Lake Manor is being renovated by Sue Wright and her husband and will invite the public to an Open House June 11<sup>th</sup>. Their plans include creating a commercial kitchen for area catering and food trucks;
- The Cayhills, who own The Narrows and Glen Craft, are converting the former deli at the Narrows for workforce housing
- The Cottonseed plans to open a pop-up June 5-25 sale at the former law offices next to the Good Harbor Grill on M104
- Licensed Hiking Tours will be offered in the Park by ???
- The Polish Art Center in Cedar will open a food truck in the alley behind the Art Center
- L'Chayim Delicatessen is opening one more shop (now open also in Beulah and Frankfort) in the "strip mall" at Martin Realty
- M22 Store has invited a food truck (Fried) to open in the former Riverfront Deli parking lot, and are still looking for at least one more, as well as hosting an ice cream truck.
- A broadband/high-Speed Internet company has been contracted by the county to install new telephone towers to cover the entire county, including another at the Government Center, one in Maple City??? and one in Northport.

**Meeting adjourned at 11:10 a.m..**

The next regular Board meeting is Monday, June 13<sup>th</sup>, details pending Kathy's return and notice.

June 13<sup>th</sup> agenda to include:

- Approve minutes of April 25<sup>th</sup> Board meeting,
- Financial report;
- Marketing report/
- Parade Marshall and any other 4<sup>th</sup> of July updates to know
- Chamber Connect gathering plans for June
- Holiday Marketplace (October 15<sup>th</sup>) update
- Holidays in Glen Arbor (Thanksgiving Weekend to Christmas) update
- Business updates;
- Reorganizing Recovery Team
- Date for the next Board meeting.

Respectfully submitted

*Patricia Widmayer, Secretary*