

Minutes, Monday, June 13, 2022, 9:00 a.m., Cherry Public House
Glen Lake Chamber of Commerce Board of Directors

Meeting called to order by President Kathy Baarstad at 9:02 a.m.

Attendance:

Kathy Baarstad, President, Larry Widmayer, Treasurer; Patricia Widmayer, Secretary; Directors Lizzie Gray, Nancy Miller, Leah Moskovitz, Brooke Hazael-Massiex (by Zoom), Marketing Director Raquel Jackson.

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the May 23, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash = \$12,473 as of May 31st, 2022. ;
- May bill payments totaled \$955, including \$678 regular website and graphics work by Rockwell Art & Design; Leelanau Enterprise ad;, and Glen Arbor Bucks payment to M22 Store.
- Accounts receivable was \$600 for 2 additional memberships, and \$200 in Restaurant Week sponsorships.

Marketing Director Raquel Jackson's report

- The next Chamber Connect will be June 16th, "Summer Sipper" at Devette & Ford, 5:00 – 7:00.
- It was requests that a Chamber Facebook Forum be created to share updates/information among member businesses

A-frame standards in business district

Patricia reminded everyone that the Chamber owns three A-frames that may be used in the business district to highlight certain events. The existing Be Kind posters are still available to use initially.

- Kathy took one set of posters with an A-frame to use outside Cherry Republic.
- The other two are at M22 and will ask Katy to put them out.

Website listings should be dropped immediately for those businesses that have not renewed their membership. The Treasurer supplied a list of 12 businesses that should be dropped from the website by Raquel.

4th of July parade Marshall selection now in hands of Township

Chamber does have 4th of July events insurance, just-in-case

Updates for Artisan Marketplace October 15th Looks like sufficient artisans to make a show, but more contacts needed. Sent to 20, 10 responded with two decline (only one lamented not Thanksgiving) and 1 tentative

Good with baked goods and non-profits and 4 jewelers

Nancy recommended contact:

- Laughing Fish
- Dana Fear

Calls/contact are needed to:

Lief Sporck Tile Art
Leelanau Puzzle Company (Kaz McCue)
Others?

- Announce with press release now
- Raquel design logo for Artisan Marketplace ASAP to be available for use on press release and artisan applications.
- Sent out applications with \$95 artisan fee

Need commitment from everyone, especially first two weeks in October with BIG marketing push, to make this work

Leah will convene Events Committee (Leah, Kait, Lizzie, Katy, Nancy, Patricia) in next two weeks to flesh out plan re: Artisan Marketplace:

- If invite Glen Lake Schools band, call now)
- Lord-of-the-Gourd
- Other Fall/Halloween features/ indoor costume parade/

Then, over the holidays, it is suggested that the following, become “Holidays in Glen Arbor”, through joint marketing to include: BIG Marketing push on specifics since no marketplace

- **Friday after Thanksgiving:** PJ Party (time?), Bed Parade (consult with Becky & Cookie); Tree lighting/ Caroling (time?) coordinated by Township Hall (suggest must have sponsors; contact is Michele Aucello); Worship Team has agreed. How should this be done logistically?
- **Saturday after Thanksgiving:** Santa & Mrs Claus on M22 patio 11:00-12:30 /Strolling Lights Festival (sponsored by M22 Store) Fred & Bunny have agreed. Need better space for waiting for Santa
- **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. Their plans do not include a restaurant, but include a banquet facility and meeting space, for now. They are working with preservation specialist Caitlin Olmstead Phillips;
- Rockwell Art & Design is now offering wedding photography, including drone capability;

Planning Commission meeting re: Single family residence in commercial district

After discussion, Larry moved, Nancy seconded, and Board unanimously adopted the following statement:

“We want to thank the Plan Commission for listening to us and understanding our concerns about residential development replacing what is now a vibrant commercial district, especially in the Village.

While we continue with our single-family development concern, we understand how hard the Commission has worked trying to create a workable compromise by sub zoning the business area into B1 and B2 zones. However, we are equally concerned that the concept of sub zoning can become a can of worms where every property use objection will result in requests for sub zoning forever.

In addition, we recognize that Township plotting history, drainage problems on some properties and related requirements have caused a mixture of usage issues that a complex solution in the long run may make worse. It is for these reasons that the Board of the Chamber is in full support of returning the zoning ordinance to allow residential housing in the business zone.

Thank you again for your hard work exploring an alternative solution, but it is time to move forward with flexibility. At least until our fears become true.

Reorganization of Leelanau County Recovery Team

Widmayers ask Patricia Soutas Little

Meeting adjourned at 10:30 a.m..

The next regular Board meeting is Monday, July 18, 9:00 a.m. Cherry Public House.

July 18th agenda to include:

- Approve minutes of June 13th Board meeting,
- Financial report;
- Marketing report/
 - a. Any 4th of July updates to know
- Chamber Connect (June 16th report
- Events Committee report
 - a. Glen Arbor Artisan Marketplace (October 15th) update/plans
 - b. Holidays in Glen Arbor (Thanksgiving Weekend to Christmas) update
- Planning Commission update re: Single family residences in the Commercial/Business Districts

- Business updates;
- Reorganizing Recovery Team
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary

DRAFT