

Minutes, Monday, August 22, 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; Katy Wiesen, Lizzie Gray, Nancy Miller, Brooke Hazael-Massieux, Kaitlin Springsdorf

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the June 13, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand = \$9, 973.00 as of July 31, 2022. ;
- June and July bill payments totaled \$4,265, including \$250 and \$795 to Rockwell Art & Design; \$1901 to Devette & Ford for Chamber insurance; Leelanau Enterprise (\$125), Eyes Only Media (\$742) and Midwest Broadcasting (\$240) for advertising; \$60 to BigWaterMedia for webhosting, and \$151 to QR Code Generator for same. Per Raquel and assessment of Board members, all is working well in terms of outreach without printing anything.
- Cash received was \$694 for 4 additional memberships, and \$328 for an Auto Owners rebate on the Chamber's insurance. Thank you Nancy Miller, who did an evaluation of our insurance and rebated the "non-essential" items included in our Directors' and Events policy.

Marketing Director Raquel Jackson's report

- A press release announcing the cancellation of any 2022 Artisan Marketplace was shared across multiple media and widely reported.

Election of Board members:

The Chamber Board consists of 3 officers elected to 2 year terms, and **up to** 7 directors filling 3 year terms.

- The terms of directors Brooke Hazael-Massieux and Nancy Miller expire in 2022, and both have agreed to stand for another term ending in 2025; Thus, up to two positions are open, including the vacancy resulting from the resignation of Leah Moskowitz (Cherry Republic), and one additional director possible to bring the Board to 7 members and three officers.
- The Board agreed to seek nominations of members interested in serving as Directors for the one or two open positions.

Events Committee Report

- The next Chamber Connect, combined with an Annual Chamber meeting and Board elections , will be September 15th, 5:00 – 7:00, at the Crystal River/M22 wine patio, including wine/ appetizers and a raffle. The Annual Meeting will begin at 6:00, including the required election of Board members (see details above).
- The October Chamber Connect, ending the season, was originally scheduled for Thursday, October 20th, at LaBecasse. However, LaBecasse is unable to host. Kathy suggested asking Glen Arbor Wines to host the October gathering and will call Lissa to ask if this is possible.
- SHOPTober will be hosted again this year, to be chaired by Kait Springsdorf (Crystal River Outfitters) and with details to include:

For every cumulative \$350 spent on retail/restaurant purchases in the greater Glen Lake area during the month of October, you may enter a drawing to win \$100 in Glen Arbor bucks! Collect your proof of purchases in an Event Envelope.*

**Place your receipts dated October 1st-31st, totaling \$350 or more in an envelope. Submit your envelope in person to the M22 Store in Glen Arbor no later than November 5th, or by mail to: Glen Lake Chamber, PO Box 217, Glen Arbor, MI 49636. Winners will be announced November 10th. Maximum of 3 entries per person. Please include your contact info in the envelope submitted.*

Two winners will be selected. Bucks will be valid only for the coming calendar year. Merchants who receive “Glen Arbor Bucks” as a form of payment may be reimbursed by presenting the Chamber with the Glen Arbor Buck used for purchase. Contact Kathy Baarstad, GM at Cherry Republic via email: kathyb@cherryrepublic.com

- **Glen Arbor Harvest Day October 22nd.**

Given that the originally planned Artisan Marketplace for October 15th was cancelled due to the lack of sufficient volunteers, no one available to chair the event and limited artisan interest, there was a discussion about creating a more open community event. After the discussion, it was decided that the Chamber would support the Crystal River Outfitters October 22nd Harvest Day event, “see how it goes”, and build upon it for 2023.

- **Trick-or-Treat will be sponsored by the Glen Arbor businesses on Sunday, October 30th, 12:00-3:00.**

Then, “Holidays in Glen Arbor” will receive a BIG Marketing push on specifics:

- **Friday, November 25th:** PJ Party (6:30-9:00?), 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
- **Saturday, November 26th:** Strolling Lights Festival (sponsored Crystal River Outfitters) opens with decorated trees across the “backyard,” with Santa & Mrs Claus on M22 patio

11:00-12:30, and greenery sale in collaboration with Northwoods Hardware through out the day.

- **Thursday, December 1st**, Ladies Night, sponsored by Cottonseed, Inn & Trail Gourmet and others
- **Saturday, December 17th**, Ugly Sweater Race and travel around town (sponsored by Cherry Republic)

Business updates:

No report this month.

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.

The Township Board, at their subsequent Board meeting on July 19, 2022, voted unanimously on a motion that recognized this position, in concurrence with the Planning Commission recommendation, and made it part of the Township Zoning ordinance.

Reorganization of Leelanau County Recovery Team into a quarterly roundtable

Now that the emergency of the pandemic has subsided, a county-wide roundtable will meet quarterly, led by Braydon Far and Jamie Jewell, to coordinate initiatives between businesses, chambers, public sector boards and non-profits to coordinate key initiatives. Kathy represents the Glen Lake Chamber on the roundtable.

Meeting adjourned at 10:00 a.m..

The next regular Board meeting is Monday, September 26, 9:00 a.m. Cherry Public House.

September 26th agenda to include:

- Approve minutes of August 22nd Board meeting,
- Financial report
- Marketing report/
- Welcome new Board members
- October 20th Chamber Connect
- Events Committee report
 - a. SHOPtober
 - b. Harvest Day
 - c. Trick or Treat
 - d. Holidays in Glen Arbor (Thanksgiving Weekend to Christmas)
- Business updates/ Leelanau County Recovery Team report
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary

DRAFT