

Minutes, Tuesday, September 27, 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, Lizzie Gray, Nancy Miller, Kaitlin Springsdorf

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors Minutes for the August 22 , 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand = \$9,355 as of August 31, 2022.
- August/September bill payments totaled \$888.
- Cash received was \$175 for 1 additional 2022 membership. Dues statements for 2023 will be sent in October, and an alert placed in the October member newsletter.

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 at the Annual Meeting at the M22 Wine Patio on October 20, 5:00-7:00
- The by-laws permit the Board to fill a vacancy. Nancy Miller moved, Larry Widmayer seconded and the Board unanimously supported the appointment of TJ Shimek (Serbin Realty) to fill the vacancy created by the resignation of Leah Moskovitz (Cherry Republic) for a director term ending in 2023.

Events Committees Reports

- **The next Chamber Connect**, combined with an Annual Chamber meeting and Board elections , will be **October 20th, 5:00 – 7:00, at the Crystal River/M22 wine patio**, including wine/appetizers and a raffle. Larry asked that an announcement about the housing activities of the Sleeping Bear Gateway Council be included in the agenda.
- **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

- 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 (7:00-9:00),
 - Bed Parade (9:30 a.m., coordinated by Becky Thatcher and team);
 - Tree lighting/ Caroling (6:15 p.m.) coordinated by Township Hall; and
 - Marketplace Preview Party (6:30-8:00) coordinated by Dotti Thompson and the Marketplace Team.

Poster (50) and yard signs (12) being printed for distribution by the Marketplace Team, and press release now and in mid-November written/sent out by Raquel

- **Saturday, November 26th:**
 - The Glen Arbor Artisan Marketplace has been revived (and new chair announced) for 10:00-4:00 at the Township Hall. Dotti Thompson (Grandpa's Place) has agreed to chair the event on the tradition Thanksgiving weekend days with a new team of volunteers.

There are currently 23 artisans confirmed and all booths (28) are anticipated to be filled. Included is Pleasanton Nursery the will now be offering wreaths and other greeneries as in previous years;

--**Santa** will welcome kids with gift requests at M22 Wine Patio (11:00 – 1:00), sponsored by Crystal River Outfitters. Patricia requested to secure favors (Oriental Trading) for Santa to share with kids. Coordinate with Kaitlin Springsdorf;

--**Strolling Lights Festival** (sponsored Crystal River Outfitters) opens with decorated trees across the "backyard," with Santa on M22 patio 11:00-1:00. Set up for Strolling Lights will be November 17-25, with "grand opening" on 25th;

- **Thursday, December 1st**, Locals Night, sponsored by Cottonseed, Inn & Trail Gourmet and others
- **Saturday, December 17th**, Shop & Sweets Saturday (sponsor pending)

Raquel will be sending out inquiries about business participation for the PJ Party, Locals Night, and Shop 'n' Sweets Night for event posts on website & press releases

Business updates:

- Questions about status of the Grist Mill; no information at this point;
- Questions about plans for the Duff lot; no information at this point, although survey stakes placed;
- Cottonseed will not offer a pop-up in Frankfort as weak interest, outstanding sales in Glen Arbor for 2022.

Reorganized Leelanau County Recovery Team into a quarterly roundtable

Kathy represents the Glen Lake Chamber on the roundtable and will provide a status report next month.

Meeting adjourned at 10:20 a.m..

The next regular Board meeting is Monday, October 17th, 9:00 a.m. Cherry Public House.

September 26th agenda to include:

- Approve minutes of September 27th Board meeting,
- Financial report
- Marketing report/
- Welcome new Board member (TJ Shimek)
- October 20th Chamber Connect and Annual meeting, confirm final agenda and election
- Events Committee status reports
 - a. SHOPtober
 - b. Trick or Treat
 - c. Holidays in Glen Arbor (Thanksgiving Weekend to Christmas)
- Plans for creating stickers for sale across the Glen Lake Chamber businesses in the spring
- Business updates/ Leelanau County Recovery Team report
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary