

Minutes, Monday, November 14, 2022, 9:00 a.m., M22 Store Conference Room
Glen Lake Chamber of Commerce Board of Directors
DRAFT

Meeting called to order by Secretary Patricia Widmayer at 9:02 a.m.

Attendance:

Larry Widmayer (Treasurer), Patricia Widmayer (Secretary), Directors: Katy Wiesen, Brooke Hazael-Massieux, Lizzie Gray, Nancy Miller, Kaitlin Springsdorf, TJ Shimek, and Marketing Director Raquel Jackson

Discussion of Chamber leadership going forward

It was with great sadness and regret that the Board members shared memories of our leader, Kathy Baarstad, at her recent, sudden passing. A toast and many thanks for her compassion and leadership. A memorial service was hosted yesterday by Cherry Republic from 1:00-4:00.

Larry and Patricia also announced that their inn is under contract (after 22 seasons), and the Board must now appoint three new leaders, including president, secretary and treasurer. Larry & Patricia will continue to serve for at least December and January meetings, pending a decision by the Board on the respective positions.

TJ Shimek said he would consider being the Treasurer. The Board delayed action until the December meeting.

Minutes, Finances, and Marketing

Minutes: Brooke moved, Larry seconded, and the Board unanimously accepted the draft Board of Directors' Minutes for the October 17, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand = \$13,905 as of November 13th, including membership renewals and Marketplace artisan payments (totaling \$3,100) that have been received ;
- October bill payments totaled just \$142 (with more anticipated in November for payments to Rockwell Design still pending, marketing for the Holiday Marketplace, and other expenses.

Nancy moved, Lizzie seconded, and the Financial Report was unanimously accepted without amendment.

Dues statements for 2023 Chamber membership were sent in November, and an alert placed in the member newsletter.

Marketing report

- Graphics/website posting for Bed Parade, Marketplace, Local Night, Shop 'n' Sweets designed and posted

- Holiday Marketplace: Posters and yard signs distributed;

Events Committee Status Reports

- **SHOPtober**

Final numbers were

- Total participants: 57
- Total amount: \$27,095.98

Very successful!

Discussion about staging the **“Season Opener” event in May** as a similar promotion. This promotion will be the entire month, including Memorial Day Weekend. Further details pending, with Kaitlyn acting as coordinator.

- **Chamber Connect/Annual Chamber meeting Thursday, 5:00 – 7:00, at the Crystal River/M22 wine patio.**

- 24 members joined the Board, with Kathy chairing (which sadly turned out to be her last meeting)
- Brooke and Nancy were reelected to 3 year terms on the Board to 2025
- Bill Witler, Gateway Council president, gave a very informative presentation about the Sleeping Bear Gateway Council’s mission, goals and activities

- **Trick or Treat feedback, Sunday, October 30th, 12:00-3:00**

Exceptionally successful this year. Glen Arbor B&B ran out of favors with 600 distributed by 2:00 p.m. Next year will be Sunday, October 29th at the same time. Suggestions including having musicians up and down Western Avenue/Lake Street, and offering a Trunk or Treat option for businesses that are not on the main streets.

- **2023 Chamber Connect meetings are suggested for May, June, and October (not September, since members are still too engaged with their businesses in September).**

Sue Rife with Glen Lake Manor has offered to host one of the Chamber Connect meetings in 2023.

- **Strolling Lights Festival** (sponsored Crystal River Outfitters).

22 trees are now available for decorating beginning now at the M22 Store “backyard”, with proceeds going to the Glen Lake Schools Student Assistance Fund. “Lighting” is also scheduled for Friday, November 25th. Will be up until Christmas.

- **Holiday Marketplace**

Chair Dotti Thompson reports 30 artisans/vendors subscribed and all set to go; Jeff Gietzen has donated the extra tables needed for that many vendors; Tim & Bonnie will

offer cider and donuts Friday evening; and Christmas caroling will also take place, led by the Glen Lake Church Worship Team, on Friday evening.

- **New lights, supported by the Chamber (committed to \$500 for the initial installation, and \$200 in subsequent years for maintenance) are now being installed on the Township Hall trees.**

- **Kait is coordinating Santa & Mrs. Claus, 11:00-1:00 on Friday at the M22 Store Wine Patio**

She will purchase favors for kids through Oriental Trading and send request for reimbursement to Larry.

Kait also suggested that, next year, a professional photographer be retained and promoted to take the Christmas photos families are seeking.

- **Locals Night, Thursday, December 1st**

No information in the notes beyond co-sponsorship by Cottonseed Apparel and Inn & Trail Gourmet

- **Shop & Sweets Saturday, December 17th**

Northwoods Hardware, Coastal, Cottonseed Apparel and Inn & Trail Gourmet have, so far, signed up to participate. Any more?

Brainstorming on two initiatives:

- **Winter event beyond Chili Cookoff**

Decided not to pursue

- **Discussion of plans to create stickers for sale across the Glen Lake Chamber businesses to benefit the Chamber**

Nancy and Lizzie volunteered to be a subcommittee to work out the logistics and present at the January Board meeting regarding suggested details, including:

- Use graphic from GA A-frames/ Heart shaped, Be kind, etc.
- Make growler size, intended to put on water bottles
- Sell directly to businesses @ set Chamber price
- Set consistent price for visitors/guests between \$2.50 and \$6

Business updates:

- Funistrada and Glen Arbor B&B are both under contract. Also land purchases of “Duff Lot,” post office and other properties in commercial district.
- The Shimek Farm (Stonyfield Acres) has completed their transition into the Leelanau Conservancy to preserve the land as farmland into perpetuity.
- Devette & Ford is celebrating 50 years in business in Glen Arbor.

Reorganized Leelanau County Recovery Team into a quarterly roundtable

The focus of the Round Table is long term collaboration, including staffing, workforce housing, transportation, early childhood care, and broadband/cellular coverage. No additional reports.

Meeting adjourned at 10:20 a.m..

The next regular Board meetings are Monday, December 12th, and Monday, January 17th, both at 9:00 at the M22 Store Conference Room.

December 12, 2022, agenda to include:

- Approve minutes of November 14, 2022, Board meeting,
- Financial report
- Leadership decisions
- Marketing report:
- Events Committee debriefing:
 - PJ Party (Friday, 7:00-9:00)
 - Bed Parade (Friday, 9:30 coordinated by someone with Becky Thatcher)
 - Tree lighting/caroling (Friday, 6:15)
 - Marketplace Preview (Friday, 6:30-8:00) and Marketplace Artisan Show (Saturday, 10:00-4:00)
 - Santa & Mrs. Claus (Saturday, 11:00-1:00, Coordinated by Kaitlyn)
 - Strolling Lights Festival (opening at M22 Store “backyard”, Coordinated by Kaitlyn)
 - Local Night (December 1st) and Shop ‘n’ Sweets (December 17th)
- Subcommittee (Nancy and Lizzie) report regarding plans for creating stickers for sale across the Glen Lake Chamber businesses in the spring
- Business updates
- Leelanau County Business Round Table monthly newsletter and quarterly meeting report
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary