

Minutes, Monday, December 12, 2022, 9:00 a.m. EST, by Zoom Glen Lake Chamber of Commerce Board of Directors

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Meeting called to order by Secretary Patricia Widmayer at 9:07 a.m., EST

Attendance:

Larry Widmayer (Treasurer), Patricia Widmayer (Secretary), Directors: Katy Wiesen, Brooke Hazael-Massieux, Lizzie Gray, Nancy Miller, and Kaitlin Springsdorf.

TJ Shimek and Raquel Jackson were unable to attend.

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors' Minutes for the November 14, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand as of November 30th = \$14,770, including membership renewals (\$4,204) and Marketplace artisan payments = \$625 ;
- November bill payments totaled \$3,944, including three payments to Rockwell Art & Design for October (\$757) and November invoices (\$694), and Marketplace work (\$700), Leelanau Enterprise for Marketplace ads (\$621), Devette & Ford (\$641) for Director & Officers' liability insurance; reimbursements for SHOPtober Glen Arbor bucks to Anderson's IGA (\$80) and the Cottage Book Shop (\$20), and to Crystal River Outfitters (\$289) to reimburse for the kids' favors during the Santa & Mrs. Claus event at M22 Wine Patio.

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.

Leadership discussion and initial decisions on President, Treasurer, Secretary

The Board will meet at 10:00 on the 10th at Leelanau Coffee Roasters to talk about the options and outreach to secure officers for the Chamber. Due to the passing of our wonderful President Kathy Baarstad, and the pending resignation of Larry Widmayer (Treasurer) and Patricia Widmayer (Secretary) due to the sale of their B&B, the Board needs to bring new leadership to support the organization:

- Katy will contact Jason Homa to ask who could represent Cherry Republic on the Board, and approach Mara at the Coffee Shop about serving on the Board;
- Nancy offered to serve as Assistant Treasurer, picking up the mail and distributing it to the right (current officers) and the Marketing Director;

- Patricia will work with the Marketing Director to send out an announcement to the membership about the need for new officers/Board members, and inviting everyone who is interested in adding to the Board to join all to join the gathering at the Coffee Shop at 10:00 on the 10th.

Marketing report

- Raquel reported that reach for Instagram and Facebook pages was up 34% in November
- Marketplace. Dotti Thompson reported through Raquel that attendance was good, as was the weather. Artisans were positive and look forward to next year.

Of key importance, Dotti reports that there are one or two people who are willing to be the Marketplace Event Coordinator for next year.

- Locals' Night. Raquel suggest that the Board and others brainstorm how to draw people from "central hot spots" on Western Avenue (Cottonseed, Coastal, Glen Lake Wines) to other participating locations not on the "main strip" (e.g. Cherry Republic, Northwoods). Suggested that a flyer/card be printed next year to hand to any visitors/guests noting which shops are open for Locals' Night and any specials being offered.

Strong recommendation to delay one more week after Thanksgiving to give more time to draw guests. So on 2nd Thursday in December 2023.

- Chili Cookoff: Email inquiries have been coming in about Winterfest/Chili Cookoff in February. Stephanie at Boondocks confirmed that they will host again for Presidents' Weekend, Saturday, February 18th.
Raquel will offer marketing support for Chili Fest, as before, including e-mail blasts, add to Chamber calendar, and share on social media.

Events Committee Status Reports

- Strolling Lights Festival (sponsored Crystal River Outfitters).
Very happy with interest and participation. Outstanding that lite up that end of town.
Plan to do again next year.

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- Holiday Marketplace
Chair Dotti Thompson will provide report next month. She's playing catchup right now.

Anticipate that Chamber return will be about \$1,200.

- New lights on Township Christmas trees were supported by the Chamber (committed to \$500 for the initial installation, and \$200 in subsequent years for maintenance) were installed for caroling and tree lighting.
Participation for caroling was strong.

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

Kait estimates 60-70 kids saw Santa. 11:00-12:00 was very busy, but then tailed off once football games began on TV. She suggests make it 10:00-12:00 next year.

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

- **Locals Night, Thursday, December 1st**
See above in Marketing Report notes.
- **Shop & Sweets Saturday, December 17th**
On track and social media promotion underway. Northwoods Hardware, Coastal, Cottonseed Apparel and Inn & Trail Gourmet have, so far, signed up to participate. Any more?
- **Reminder: 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.

Discussion of plans to create stickers for sale across the Glen Lake Chamber businesses postponed to January

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:

- Nothing more to report. Sales of Funistrada and Glen Arbor B&B moving forward.

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.

Contact needs to be set up with new President, once designated, since Kathy was previously the representative. Also, talk with Jamie Jewell with Peninsula Chamber about status.

Meeting adjourned at 10:20 a.m.

The next Board meeting is in person on Monday, January 17th, at 9:00 at the M22 Store Conference Room.

January 17, 2023, agenda to include:

- Approve minutes of December 12, 2022, Board meeting,
- Financial report, including Marketplace final numbers and recommendations
- Leadership decisions
- Marketing report:
- Events Committee:
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- ???
- ???
- 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