

Minutes, Tuesday, January 17, 2023, 9:00 a.m. EST at the
M22 Store Conference Room
Glen Lake Chamber of Commerce Board of Directors

DRAFT

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

Attendance and introductions:

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

Guests: Stephen Brotschul (Broomstack Kitchen & Tapouse), Mara Miller (Leelanau Coffee Roasters), Rebecca Benedict (Cherry Republic), Darci Ricker (Glen Lake Lodge)

Minutes, Finances, and Marketing

Minutes: The Board unanimously accepted the draft Board of Directors' Minutes for the December 12, 2022, Board meeting, without amendments.

Financial report. Treasurer Larry Widmayer reported that:

- Cash on hand as of January 1, 2023 = \$14,852;
- December bill payments totaled \$1,445, including:
 - Rockwell Art & Design for November invoice \$673
 - Leelanau Enterprise for Marketplace ads \$638
 - Mail Chimp (newsletter mailing) \$34
 - Reimbursements for SHOPTober Glen Arbor bucks
 - Anderson's IGA \$80
 - Cottage Book Shop \$20

· Holiday Marketplace.

There was a net return of \$1,335 to the Chamber after expenses, including advertising in the Enterprise, posters/yardsigns/sign boards, Raquel's graphics/social media posts, kids' favors for Santa at the M22 Store, Funistrada gift certificate for Santa & Mrs. Claus, and Township Hall cleaning after the event.

The Financial Report was unanimously accepted without amendment.

There are 24 membership renewals outstanding, and reminders need to be sent through new Treasurer.

Leadership discussion

Due to the passing of President Kathy Baarstad, and the resignation of Larry Widmayer (Treasurer) and Patricia Widmayer (Secretary), the Board, after discussion and outreach at a Call for Leadership at the Coffee Roaster on January 10th, and notices by email, made the following leadership designations by unanimous vote:

- President: Stephen Brotschul, Broomstack Kitchen & Taphouse (to an unexpired two-year officer term to Fall 2023)
- Co-President: Darci Ricker, Glen Lodge (Note: needs to become member and post on website)
- Secretary: Mara Miller, Leelanau Coffee Roasters (to an unexpired 2 year officer term to Fall 2023)
- Treasurer: Dotti Thompson, Grandpa's Place (to an unexpired 2 year officer term to Fall 2023)
- Assistant Treasurer: Nancy Miller, Devette & Ford Insurance
- Additional Board Director (as provided in by laws for a three year term to Fall 2025): Rebecca Benedict (Cherry Republic)

(Note: The Chamber Board consists of 3 officers elected for 2 year terms and up to 7 directors filling three year terms. The new Bylaws – attached -- required that at least two directors be elected/reelected at each annual meeting)

Continuing Board Directors:

- Lizzie Gray (Cottonseed) for three year term ending 2023
- Kaitlyn Springsdorf (M22 Wine & Events) for three year term ending in 2023
- Katy Wiesen (Crystal River Outfitters) for three year term ending in 2024
- TJ Shimek (Serbin Realty) for unexpired three year term ending in 2024
- Brooke Hazael-Massieux (LaBecasse) for three year term ending in 2025
- Nancy Miller (Devette & Ford) for three year term ending in 2025

Additional leadership notes:

- TJ offered to be Treasurer if Dotti declines or has complications
- Mara requested that Patricia send her the past year of minutes for her review and files
- Dotti reports that she has passed on the Holiday Marketplace chair assignment to Che Woodard (Forest Gallery)
- Mara inquired about the designation of a Parade Marshall for the 4th of July Parade. Township Supervisor Tom Laureto and Township Clerk Pam Laureto have taken that responsibility, and should be contacted directly.

Marketing report

- Raquel reported online presence continues to grow each year:
 - a. Sent a record number of 45 email campaigns between Jan-Dec 2022, with an opening average of 53% (which is exceptionally high);
 - b. An individual post to the Facebook page reaches an average of 1K people, organically;
 - c. 3,936 people LIKE the Chamber's Facebook page, and 4,453 people follow the page (up from 3,569 in 2021); total Facebook page visits reached 35,248 people in 2022;
 - d. @visitglenarbor.com now has 2,755 followers on Instagram, with increased followers on Twitter, too.

- e. Visitglenarbor.com has a total of 56899 users, with 88% being “new” users, vs. 11% returning users;
 - f. Top referrals to the visitglenarbor.com website are leelanauticker.com, glenarborsun.com, mailchimp email campaign links, leelanau.com, Michigan.org, and traversecity.com.
 - g. The average time spent per page by users is 1 minute, 16 seconds.
- Chili Cookoff, Saturday, February 18th: Stephanie at Boondocks confirmed that they will host again for Presidents’ Weekend, Saturday, February 18th, pending confirmation of sufficient participants. Set up is anticipated at 11:00 and event at 1:00.

Raquel will offer Chamber marketing support, as before, including e-mail blasts, add to Chamber calendar, and share on social media. But no funds flow through the Chamber.

Events Committee Status Reports

- **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.

- **Brooke reported that Restaurant Week will be Friday, April 28th – Saturday, May 6th.**
Participation fee is \$100 and a formal sponsorship program will be set up. It is anticipated that (the new) Riverfront restaurant and the Mill at Glen Arbor will participate.
 - a. The Homestead needs to be contacted regarding participation (Rebecca will reach out to GM Sanders; TJ will reach out to Jamie Kuras)
 - b. Raquel will create an online form for sponsorship, which means featuring in ads and website.
- **“Season Opener” promotion: Friday, May 19th – Sunday, May 21st (Kaitlyn)**
 - a. Participants must have 6 stamps on “passport” from participating businesses and then turn in passport to **???**. Passports will be printed and made available at **????**
 - b. First prize in the drawing will be \$100 in GA Bucks and second prize in the drawing will be \$75 in GA Bucks. The businesses must turn in the GA Bucks to the Chamber Treasurer for reimbursement.

A calendar of events for the rest of the year is requested (e.g. Chili Cookoff, “Season Opener” promotion, Running Bear Race, GA Art Fair, Sidewalk Sales, SHOPtober, Trick-or-Treat, Holiday Marketplace/ Thanksgiving Weekend events, Locals’ Night, Shop & Sweets Saturday)

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. Presentation and decision at February meeting. Preliminary notes include:

- Raquel asked to suggest graphics
- 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:

- Sales of Funistrada (pending in spring on transfer of liquor license) and Glen Arbor B&B (final to Aragon Properties on January 20th) underway.
- Jackson Station Livestock (Raquel & Kevin Jackson) is now offering pork and beef through online orders and delivery in county.

Reorganized Leelanau County Recovery Team into a quarterly roundtable (<https://leelanau4business.org/leelanaubusinessroundtable>)

The focus of the Round Table is long term collaboration, including staffing, workforce housing, transportation, early childhood care, and broadband/cellular coverage.

Brooke volunteered to be the contact.

Much appreciation and best wishes to the Widmayers on their “new chapter” in Chicago!

The Board presented Larry & Patricia Widmayer with a basket of multiple Glen Arbor items and gift certificates in thanks for the years that they served as members, as officers, working with Raquel to create the new website, establishing the Chamber’s strategic plan (following on Peter VanNort’s leadership), and reorganizing/revitalizing the Glen Lake Chamber.

Meeting adjourned at 11:00 a.m..

The next Board meeting is in person on Monday, February 13th, at 9:00 at the Cherry Republic Public House.

February 13th agenda to include:

- Approve minutes of January 17th, Board meeting,
- Financial report (Dotti)
- Marketing report: (Raquel)
- Events Committee (Kaitlyn):
Chili Cookoff and Fishing Contest (Raquel)

Restaurant Week (Brooke)

May 19th-21st "Season Opener" Promotion (Kaitlyn)

Hosts/venue/date designation for May, June, October Chamber Connect: Business After Hours (Stephen)

2023 full calendar of Chamber/Glen Arbor events (per Board request)

- Fundraising subcommittee report regarding graphics/logistics/costs for creating stickers for sale across the Glen Lake Chamber businesses in the spring (Nancy and Lizzie)
- Business updates
- Leelanau County Business Round Table monthly newsletter and quarterly meeting report (Brooke)
- Date for the next Board meeting.

Respectfully submitted

Patricia Widmayer, Secretary