

- Minutes, April 10, 2022, 9:00 a.m., Broomstacks  
Restaurant

## Glen Lake Chamber of Commerce

### Board of Directors

#### **Meeting called to order by President Stephen Brotschul at 9:04 a.m.**

#### **Attendance:**

Stephen Brotschul (President), Raquel Jackson (Marketing Director), TJ Shimek (Treasurer) Nancy Miller (Assistant Treasurer), Mara Miller (Secretary), Directors: Rebecca Benedict, , Darci Ricker, Lizzie Gray, and Brooke Hazael-Massieux.

#### **Minutes, Finances, and Marketing:**

**Minutes:** TJ moved and Lizzie seconded and the board unanimously accepts the draft Board of Directors' Minutes from March 13. Minutes were submitted by Mara Miller.

**Financial Report:** TJ reports that he is working on learning the QuickBooks account and program. According to TJ we have \$14,686.10 in the QuickBooks and in our account.

A discussion is had about the \$2000 donation that the chamber of commerce has been giving to the township. TJ motions that we keep giving the \$2000 donation to the township. Nancy seconds. All approve. TJ also motions that we keep giving the \$300 to the garden club to help then spruce up the town. Rebecca seconds and the rest of the board agrees.

Nancy mentions that she has received a form from MDOT asking us if we could print up our chamber information on a brochure to have at visitors centers and restrooms. Everyone agrees that this would be too costly. Vote is no.

#### **Marketing Report:**

We need to check all the domain names and email for payments. Big Water media works on our site and was paid with a check for their work. It is discussed that we should add an extra page to the Business directory where people can see the businesses listed alphabetically. Raquel says that she will send out an email with an example and will wait for our feedback. Restaurant week coming up. Last duty to complete is confirming restaurant week participants and needing to

confirm that AHD vinters, Alliance Bev and GFS are still on board to sponsor. While Raquel is on maternity Michelle Quchello will send emails and Darci will help with social media.

### **Events:**

- **Restaurant week:** The biggest news is still Restaurant week which will occur April 28-May 6, 2023. Once confirmed, all is set.
- **Season Opener:** May 19-21. People collect 6 stamps from local businesses and turn them in to M22 or Cotton Seed. There will be 3 winners of \$100 or \$50 gift cards to be used at local shops. No purchase is necessary.
- **Chamber Meet Ups:** 5pm-7pm each time.
  - May at M22
  - June at GA Wines
  - August at possibly The Mill (connect with Turner Booth)

### **Additional Business:**

Raquel mentions that memberships are behind based on where they usually are this time of year. Did Larry not send out the emails to everyone? In January and February we should be sending out membership reminders. We need to clean up the membership list spreadsheet. TJ and Nancy will update the Google Doc for membership. Brooke suggests we do a big fall membership campaign.

Is it important for the Glen Lake Chamber of Commerce to be part of the Leelanau Chamber of Commerce? The cost is \$250 and we will vote later as to whether we should participate.

Stephen said he talked to the Glen Arbor Parks and Recreation board. The dune concert costs \$100s-\$1000s and it is suggested that fundraising would be necessary to make the concert happen. Kim works both. It is decided that we can only support and not lead events such as the Dune concert. Parks and Recreation has lot of ideas for events and they include maintaining the park and a potluck on May 25.

It is also brought to our attention that one thing that might be nice to do is allow artists to display their art in the local businesses. Could we make an event out of it and encourage new artists to participate and get the community involved? Would this be a joint venture with the GAAC? Should we plan additional kids summer events or increase the participation in the Holiday market?

### **Business updates:**

Lizzie announces the final order for the stickers. Should they be ordered? TJ motions that the sticker order sounds good and they should be ordered. Stephen seconds. All agree that stickers should be ordered, We will get a group together to sell them once they come in.

Table toppers need to be ordered. Lizzie motions that they should be ordered and TJ seconds.  
Motion is passed.

**Meeting adjourned at 10:08 a.m.**

The next regular Board meeting will occur on Monday May 8, 2023 Stephen will send out the next meeting's agenda prior to our schedule time.

Respectfully submitted,

*Mara Miller, Secretary*