

Minutes, February 13, 2022, 9:00 a.m., Broomstacks Restaurant  
Glen Lake Chamber of Commerce  
Board of Directors

**Meeting called to order by President Stephen Brotschul at 9:05 a.m.**

**Attendance:**

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

**Minutes, Finances, and Marketing:**

**Minutes:** Stephen moved and Rebecca seconded and the board unanimously accepts the draft Board of Directors' Minutes from January 10. These were the last minutes respectfully submitted by Patricia Widmayer.

**Financial Report:** Nancy Miller reported: Dotti's Report as Treasurer is relayed. 990 form has been completed for the debit card. Since Larry Widmayer's departure, we are working on figuring out Quickbooks since we were previously using his copy. It is concluded that we must pay the \$30/month fee so that we can have our own Quickbooks. In additional business, Nancy has invoiced the individual chamber members to make sure that each of them have paid their dues for the year. Most members are paid up. There are currently 135 Chamber Members. There is currently \$12500 in the account which includes these dues. Darci moved, Katherine seconded, and Financial Report is unanimously accepted without amendment//.

Discussion is had as to whether Dotti should be able to continue as secretary since she is unable to attend the meeting times. The meetings for the chamber have been on the second Monday of the month and since that has worked and still works for almost all the members, it is decided that officers in the future should be chosen also based on if they can attend the meeting time.

Revisiting meeting discussions from November 14, 2022 it is decided that we should look for another secretary. Stephen Brotschul nominates TJ Shimek to be the new Treasurer. Nancy is added as the assistant Treasurer and Katherine Springsdorf seconds. The entire board approves. Nancy still has the mailbox key and the bank deposit slips. Nancy and TJ will coordinate all future treasurer duties.

## **Marketing Report:**

The marketing fee for the township is \$2,000/year. This seems as if it is something the township can handle and will be a recurring fee each year.

We will send out a info form for the Spring and information of events for Spring, Summer and possibly Fall. We will print and distribute flyers, QR stickers and table top tents. \*Links are on the website for all the important Chamber information and events.\*

## **Events:**

- **Restaurant week:** The biggest news is the push for Restaurant week which will occur April 28-May 6, 2023. We plan to send out sponsorship letters to see if we can gain business support and financial assistance. All participating businesses will be promoted via all the chamber advertisements for Restaurant Week.
- **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 to participate.
- **Chamber Meet Ups:** 5pm-7pm each time.
  - May at M22
  - June at GA Wines
  - August at possibly The Mill (connect with Turner Booth)
- Could we do a spring/fall dinner or low key event for our chamber members?

## **Additional Business:**

Lizzie talks about stickers. 2 ½ x 2 ½ size.

- 500 stickers-\$300 (\$0.60/each)
- 1000 stickers-\$375 (\$0.37/each)
- 2000 stickers-\$472 (\$0.27/each)

We would sell stickers to businesses at \$1.20-\$2.00/each and they would sell for \$4.00-\$5.00. Lizzie will get all the information to her sticker guy and we will go from there.

Calendars: We need to get people locally and visiting to know what's going on in our community.

## **Business updates:**

Nancy will have updated our business spreadsheet. This helps us keep track of all the businesses that are involved in the Chamber of Commerce. New members will be added to the list as their dues and information come in. All members are listed on our website for everyone to see. Raquel

says that we need to reconnect with the owners of Sylvan Inn and M22 Inn to see if they still want to be members.

County News:

- Brooke is attending the Leelanau Round Table. She is going as our chamber representative and will keep us all updated as to the happenings of Round Table.
- Broad Band Initiative: Stephen shares that Jamie has been contacting local groups and individuals to gather opinions on the internet situation in Leelanau County. We could send out an email to our Member Google List to see if any businesses would like to offer their opinions to Jamie.

Locals Card? Could we as a chamber offer a card to those who live here most of the year so that they get extra benefits/incentives from supporting local businesses? It seems best to offer the card Fall-Spring. What would we offer and who would participate? This is an idea to address again in future meetings.

Raquel says that it was brought to the attention of the Chamber of Commerce, via our email address, that visitors would like longer access to the public restrooms around town. Since the bathrooms are not managed by the Chamber, visitors would really need to contact the township. As businesses we can voice our agreements and/or concerns, but we cannot actually enact the change.

Stephen says that he will send out a calendar of all the meetings for the rest of the year. They are to occur on the second Monday of each month.

**Meeting adjourned at 10:20 a.m.**

The next regular Board meeting will occur on Monday March 13. Stephen will send out the next meeting's agenda prior to our schedule time.

Respectfully submitted,

*Mara Miller, Secretary*

