

Minutes, February 12, 2024, 9:00 a.m., Cherry Republic  
Glen Lake Chamber of Commerce  
Board of Directors

**Meeting called to order by President Stephen Brotschul at 9:08 a.m.**

**Attendance:**

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

**Minutes, Finances, and Marketing:**

**Minutes:** The minutes were sent out before the meeting. They will be looked over and voted on later. Minutes were submitted by Mara Miller.

**Financial Report:** TJ emailed out a report prior to the meeting since he is unable to attend. He has a conflict with work that will continue until the summer. The membership drive is still active, and we are waiting for several businesses to pay their dues.

**Marketing Report:**

Membership newsletter sent out (test). Get letter sent out by the end of the week. Remind people about the chili cookoff etc.

Send out a separate newsletter to advertise restaurant week participation and sponsorship.

Is our payroll outdated? Should we add Venmo or is only Quickbooks ok? We cannot be everything for everyone. It is decided that our current methods of taking pay are sufficient.

**Events:**

- Restaurant week:
  - Menu needed from restaurants by 4/1

- Sponsorships should be starting to roll in now and we need to contact people/businesses that have sponsored before.
- Participants need to notify of participation within a month.
- Do we get signage for restaurant week participants? Maybe a yard sign that can be put out in front of the participating restaurants.
- Ads for restaurant week from sponsors. This needs to be in by 3/15.
- Season Opener:
  - Subscriber newsletter will include the details of this.

## **Additional Business:**

- Social Media vs Website:
  - Facebook views are up by 75%
  - Instagram views were up last year
- Website:
  - Should we hire out some consulting on our website?
  - Anything we do to our website is going to cost money. \$\$\$
  - We should review our strategy [Action item=vote]
  - Raquel works with some website consultants and she is going to get a quote from them for how much it would cost us to have them help us update our website.
  - Do businesses or visitors care about seeing the marketing report? Should it be simpler and should it have fewer numbers?
  - ONLY MEMBERS get to have their information posted on our website.
- Event Calendar:
  - Needs to be updated.
  - Events are added ASAP
  - People/visitors are already asking about events for the summer or high season.
- Treasurer:
  - TJ has a work commitment that does not allow him to attend the meetings until at least the summer.

- Everyone appreciates all the work that he has done
- Should we switch treasurers?
- CPA Membership?
- Stephen will reach out to TJ.

## **Meeting Locations:**

March- M22

April- Cherry Republic

May- La Becasse

## **Meeting adjourned at 10:24 a.m.**

The next regular Board meeting will occur on Monday March 11, 2024. Stephen will send out the next meeting's agenda prior to our schedule time.

Respectfully submitted,

**Mara Miller, Secretary**