

Minutes, January 8, 2024 9:00a.m., Glen Lodge
Glen Lake Chamber of Commerce
Board of Directors

Meeting called to order by President Stephen Brotschul at 9:21a.m.

Attendance:

Stephen Brotschul (President), Darci Rucker (Co-President), Mara Miller (Secretary), Nancy Miller (Co-Treasurer) Directors: Elizabeth Gray, Kaitlyn Springsdorf (online), Raquel Jackson

Old Business:

1. Holiday Marketplace

- Cre wants one person to be the chamber point person for the event.
- No one should have to work on the event on Thanksgiving
- Darci offers to be the point person.
- How can we support Cre? What are her strengths and weaknesses?
- We need to make sure we have enough volunteers
 - Set up
 - Clean up
 - Organizing
 - Coordinating
- Tables need to be gotten from Jeff at Northwoods Hardware
- A specific meeting about just the Marketplace needs to be coordinated for a future date.

Minutes, Finances, and Marketing:

Minutes: Minutes were emailed out ahead. Minutes will be finalized and sent to Raquel so they can be put on the website.

Financial Report: We need to continue to reach out to businesses who still need to renew Memberships. New businesses need to be added to our list or contacted. We have several deposits that need to be have from recently renewed Memberships.

Marketing Report: We need to make sure all new businesses know the benefits of becoming a chamber member. They get advertising on our website among other benefits. Should we do some sort of ribbon cutting for new businesses? Could be a way to show community support. Would this apply also to new owners of already established businesses?

New Business:

1. **Winterfest:**

- It is important to remember that this is not a chamber event.
- Where is the event being held this year?
- Who is hosting?
- Raquel says she will finalize the event this week.

2. **Restaurant week:**

- Friday April 26- Saturday May 4.
- We need to reach out to the vendors who support the event.
- Need to inform restaurants and get a list of participants.

Additional Business:

- Events for the calendar
 - Update
 - Email an list of events we already have scheduled.
 - Double check event list at next meeting
- Stephen and TJ will work on tax forms. They will give a 1099 form to Raquel for her work as our marketing coordinator.
- Do we want to create a ‘sales and specials’ page on website to promote what business are offering?

- Should we send out another new member newsletter to help promote our membership drive? Raquel will just send out the normal newsletter with a small reminder in it.

Meeting adjourned at 10:16 a.m.

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

Respectfully submitted,

Mara Miller, Secretary