

Minutes, April 8, 2024, 9:00 a.m., Broomstacks
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 (Co-President) Raquel Jackson (Marketing Director), Nancy Miller (Assistant Treasurer), Mara Miller (Secretary), Directors: Brooke Massieux

Minutes, Finances, and Marketing:

Minutes: Minutes were sent out before the meeting and reviewed at the meeting. A motion to accept the minutes into Record was made by Nancy Miller and 2nd by Brooke Hazael-Massieux.

Financial Report:

- 2024 Membership: Update and any actions steps
 - 13 Members have not paid. This is wonderful progress since the last meeting. Thanks to Nancy and everyone else who worked hard on collecting and reaching out to these members.
- Email needs to be sent from QuickBooks to the remaining 13 members that have not paid yet.
 - The message should thank them for being a member in 2023. Let them know that if they want to be a member in 2024 they can pay their dues via the link on our website. We will be updating our website and will remove businesses that have not paid by April 15.
- Financial Snapshot:
 - Current Huntington Bank Balance- \$13,332.31
 - Deposits and Expenses were submitted.

- Financial Accounting update: We are looking into different software that is better suited towards our business as a chamber and our membership.
- Documents needed for the May meeting: a 2023 P&L and 2024 Q1 P&L review.

Marketing Report:

- General Marketing/Marketing updates:
 - We have new member inquires: both a vacation rental and a vacation rental company.
 - New members signed: Agape Vacation Rentals (Beulah) and Krull's Composting (Maple City, MI)
 - Krull's Composting is sending a check for membership and agrees to be a sponsor for restaurant week.
 - Raquel will be working on an April e-newsletter which Darci will proofread.
 - Several short restaurant week email blasts will be sent out prior to the event. This is part of the advertising.
 - LVR is going to be the sponsor for the May and June newsletter. Raquel is hoping that other businesses will want to sponsor future newsletters.
- Restaurant Week:
 - Updates can be found at www.visitglenarbor.com/event/2024-restaurant-week
 - Who paid for restaurant week? The spreadsheet doesn't list specifically who paid, just that it was a payment for restaurant week.
 - The posters are being printed this week. If Brooke can get the last sponsor logo to Raquel quickly, then it can be added to the poster.
 - Restaurant week sponsors are Agape Vacation Rentals, Krull's Composting, Gordon Food Service and Brook's last minute vendor.
 - @EatGlenArbor is the tag for Glen Lake restaurant week on Facebook. Posts for restaurant week will contain this tag.
 - Press releases for restaurant week have begun to be submitted .
- Glen Arbor Sun

- Raquel is working with Jacob to secure us advertising space for the rest of the year. She submitted a few renditions of Ads. One is for area jobs and the other is for General message for our website and the area etc.
- Website update:
 - Recent Activity:
 - Homepage- 1088 views
 - Restaurant week- 687 views
 - Job Listings- 673 views
 - Places to stay- 435 views
 - Cottages & Homes- 351 views
 - Business Directory
 - List all the businesses in Glen Arbor so that we have a complete list for visitors to know.
 - Businesses who are members of the chamber will get a link to their website included.
 - Who updates the walking map? Raquel will update the walking map and make it accurate to the town.

Events Committe:

- Upcoming Events:
 - Restaurant week (April 26-May 6):
 - Brooke is main contact
 - Graphics/Banner for Facebook has been created
 - Good Harbor Grill needs to pay their restaurant week fee. They didn't pay last year and we cannot allow businesses to participate in events if they don't pay as it is not fair to businesses that do pay.
 - Chamber Connect (May 30th):
 - Event will take place at M-22 store.
 - All businesses are invited
 - Brooke- food

- Nancy- charcutier
- Kate- Drinks
- Others can bring items as needed.
- Season Opener (May 17-19):
 - Press release/printed material will be handled by Raquel
 - Event will run same as last year
 - Final details will be discussed at the May meeting.
- Christmas Marketplace:
 - Cre suggests that we make June 1st the deadline for artisans to sign up
 - Should we offer first pick of booth location to early registrants?
 - Ask Raquel for more details on marketing.
 - There will be a subcommittee meeting for the Marketplace.

New Business:

- Meeting Locations:
 - May: TJ's office
 - June: La Becasse
 - July: NO MEETING
 - August: TJ's office
 - September: Darci's House

Meeting adjourned at 10:00 a.m.

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

Respectfully submitted,

Mara Miller, Secretary