

Final Minutes, June 10, 2024, 9:00 a.m., La Becasse  
Glen Lake Chamber of Commerce  
Board of Directors

**Meeting called to order by Co-President Darci Ricker at 9:10 a.m.**

**Attendance:**

Darci Ricker (Co-President) Raquel Jackson (Marketing Director), TJ Shimek (Treasurer), Nancy Miller (Assistant Treasurer), Mara Miller (Secretary), Directors: Brooke Massieux, Kait Springsdorf

**Future Meeting Ideas:**

-Should we change our dues for membership? Can we make enough money to cover the chamber's costs?

-We need to do a “look back at the history of the chamber” meeting just like Cherry Republic does. Rebecca can help to facilitate this.

**Minutes, Finances, and Marketing:**

**Minutes:** Minutes were sent out before the meeting and reviewed at the meeting. A motion to accept the minutes by Brooke with Rebecca Second. Minutes approved.

**Financial Report:**

TJ sent out a report to all members of the board. He spent a good 6 hours learning Quickbooks and he sent \$20 to hire a Quickbooks professional to help reconcile the records and the bank statements.

- \$14,012 in our account
- \$9,274.20 in expenses

**Insurance Update:**

Nancy has chamber insurance. She gives an update.

- Property Coverage (Wayfinder maps). Our coverage has a physical address for the Chamber of commerce
- We need to have an inventory of what we have. We need a physical inventory.
- We need to digitize the documents.
- Paper party to update the documents

### **Marketing Report:**

- 4.2K clicks on our website
- 2 minute 54 second average time spent on the website
- Parts of the website people vist:
  - Things to do
  - Events
  - Places to stay
  - Lodging

### **Events Committe:**

1. Holiday Marketplace:
  - a. Cre is happy and still agrees to organize the event.
  - b. Non-profits do not get \$50 tables or spots at the marketplace
  - c. We need to button up the event for the Holiday Marketplace
2. 4<sup>th</sup> of July
  - a. Tom and Pam are the parade point people
  - b. They pick the marshal
  - c. Township knows we insure the parade
  - d. Follow up with the township to make sure everything is set to go for the parade

### **New Members:**

- Vacation Rental
- New Salone, Refuge
  - They want to host a chamber connect
- Glen Lake Salon now owned by Sara Sanborn

Why are rental houses having openings in July and August?

**Chamber Connect:**

It was very well attended. It was great to connect to the other businesses in Glen Arbor. It is discovered that.

We need to think about adjusting our meetings and how to engage and motivate our members. Many members needed to leave before all the business was conducted.

**Meeting adjourned at 10:?? a.m. as the secretary left before the meeting was over.**

The next regular Board meeting will occur on Monday, September 9. Stephen will send out the agenda for the next meeting prior to our scheduled time.

Respectfully submitted,

Mara Miller, Secretary