

Final Minutes, May 13 2024, 9:00 a.m., Darci's House  
Glen Lake Chamber of Commerce  
Board of Directors

**Meeting called to order by President Stephen Brotschul at 9:24 a.m.**

**Attendance:**

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

**Future Meeting Locations:**

June: La Becasse

July: No Meeting

August 12: River Club

September 9: La Becasse

October 7: M22

November 12: Darci's

December: M22

**Minutes, Finances, and Marketing:**

**Minutes:** Minutes were sent out before the meeting and reviewed at the meeting. A motion to accept the minutes. Minutes approved.

**Financial Report:**

- No official report was sent out as TJ had something come up and couldn't Host the meeting at good office anymore. Report will be retrieved and sent via email.

- Nancy ordered deposit tickets for our business account
- Did Good Harbor Grill and Boondocks pay for restaurant week?
- Memberships: Taken off all the businesses that haven't paid and that was only 3 or 4.
- Start our membership drive in October while seasonal businesses are still open.

### **Marketing Report:**

- Email for website updates (Raquel's team):
  - Lots of changes
  - Big Report
  - Design and Speed update needed
  - The team gave us lots of info on how to improve.
  - Several changes are simple while other are not complex.
- Website phase 1:
  - Immediate work
  - 1-4 hours of work
- Website Phase 2:
  - Bulk of redesign will occur
  - This item will be part of the 2025-2026 budget.
- Could we apply for a Technology grant for non-profits as a way to help pay for the website?

### **Events Committe:**

Holiday Marketplace:

- a. Cre seems angry about the marketplace. No help and it's a big event to put on by herself.
- b. Darci left several messages for Cre and she has gotten no reply.
- c. A separate meeting about the marketplace is going to hopefully be arranged for June.

- d. Artisans are willing to show and help if needed.
  - e. We know people who would be willing to help and the chamber can step up as well.
- Upcoming Events:
    - Chamber Connect (May 30<sup>th</sup>):
      - Event will take place at M-22 store.
      - All businesses are invited
      - Gifts for Raffle:
        - River Club- golf game?
        - Leelanau Coffee- mug and coffee
        - The District- Gift cards, etc.
      - New businesses will get a chance to speak and introduce themselves
      - Chamber is invited to see the River Club.
      - Ribbon cuttings for new business will be virtual and all announcements will be in the newsletter.
    - Season Opener (May 17-19):
      - Press release had been done by Raquel.
      - Pick up and turn in completed cards at M22 or Cottonseed.
      - There will be winners!

### **New Business:**

- Business updates:
  - Sylvan Inn has new innkeepers. One of them is named Danny.
  - CRO is opening May 18.
  - GAAC wants to get involved in the chamber. They also want to offer tours or visiting times for business groups who could not attend during the regular operating hours.
- Community Events/participation:

- M22 Challenge is on Saturday June 8. Should be all done by noon.
- Art Walk? Not well attended when hosted in Glen Arbor before. It's an idea to consider, but might have to be done later in the season.
- Give back to the community:
  - Could we partner with the Glen Lake Foundation (Pam Houtteman is contact) as a way to give back?
  - The next meeting for the Glen Lake Foundation is June 6<sup>th</sup>.

**Meeting adjourned at 10:29 a.m.**

The next regular Board meeting will occur on Monday June 10 at La Becasse. Stephen will send out the next meeting's agenda prior to our scheduled time.

Respectfully submitted,

Mara Miller, Secretary