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## Annual Membership Meeting Minutes

**Attending Members:** Ashlie Guyberson (P), Shayla Shembarger (Treasurer), Stacy Loar-Porter (Secretary), , Phil Freeman, Sandra Kopach, Joe Daniel, Tom Norbey , Tiffany Moore. 79 member and guests.

**Meeting Date:** Monday, February 4, 2019

**Meeting Time:** 7:00 pm

**Meeting Location:** Tosi's Restaurant

President Ashlie Guyberson welcomed everyone to the event.

### 2018 Year in Review

The chamber had three focus areas for 2018:

1. Chamber 501c6 Designation
2. Membership Communications
3. Event Execution

Updates on each were given:

Chamber 501c6: Ashlie Guyberson, President, stated the Board discovered early in the year that when the Articles of Incorporation had been filed with the state properly, however the correct filing with the IRS had never been completed. The Board is currently working with Attorney Brian McMahan. The Attorney's recommendation, which the Board accepted, was to start from scratch and form a new non-profit corporation and then file an application for the exemption. As a result, a new non-profit corporation was formed for purposes of operating the Chamber. The name of the non-profit corporation is LSCC, Inc. This change will not have an effect on your membership, which will be honored by LSCC, Inc. In fact, the Board does not expect its membership will notice any change in the way business is conducted. New bylaws have been developed and will be available for the membership soon.

Membership Communications: Joe updated the membership on changes made in 2018:

**Quarterly Newsletter-** The newsletter is now sent digitally through Constant Contact. The newsletter could be a promotional opportunity for your business. If you have an upcoming event or announcement, please submit the information to the Board via the Chamber website ([www.lakeshorechamber.org](http://www.lakeshorechamber.org)) so the announcement can be distributed.

**Website Enhancements-** We've introduced new "business categories" on the website to provide easier sorting and discovery of new businesses. For example, a couple from out of state may be enjoying the weekend in Southwest Michigan and looking for a nice restaurant to

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*The Lakeshore Chamber of Commerce exists to promote the interests of Stevensville, Baroda, and its surrounding areas for the growth and advancement of businesses and communities.*

attend. They can visit the Lakeshore Chamber's website, click on the Food & Beverage category, and see all the restaurants who are currently members of our Chamber. In addition, that couple will find website links, interactive phone numbers, interactive map links, and interactive email addresses. Also, all Meeting Minutes from the Board of Directors are available on the website. Joe also reiterated that Board of Directors meetings are open for Chamber members to attend at any time.

Lastly, Joe mentioned that the Chamber hopes to introduce online event registration and payment processing directly its website in the first half of 2019.

Event Execution: Shayla Shembarger, Treasurer, updated the membership on the events held in 2018.

**Candidate Open House** – July - Fairfield Inn and Suites. 19 candidates attended to interact with voters over a four-hour period. The Chamber's open forum approach allowed over 70 local voters to speak directly to their candidate officials to voice their concerns and have questions answered face to face.

**Leadership Connections** – This event series is an exclusive series created by the Lakeshore Chamber aimed at inviting influencers in the area to discuss their impacts in the community. The Chamber's inaugural event with Jeff Noel, Whirlpool Corporation was hosted at Tosi's on August 21 where 60 people attended. Jeff spoke about the community sharing statistical data and how we stand compared to other areas in Michigan. He shared his passion for this community and all the ways Whirlpool is working to improve our community.

**United Way Give Back Night at Coach's** – Hosted in September, this Give Back Night raised funds for the Logan Center and the Berrien County Cancer Services. Attendees heard touching stories from families who benefited from services at both of these community agencies and \$620 was collected and donated from the day's sales.

**Chamber Partnership with the Village of Stevensville & Open House** – The Chamber partnered with the village of Stevensville for a new, centrally located office at the Village. In December, the Chamber hosted an open house to introduce the new space and celebrate this partnership. The CTE program at Lakeshore High School created a beautiful chamber sign that hangs above the doorway to the new office.

Ashlie Guyberson, President, reported that in 2018 the chamber donated to several community organizations including the Queens Contests, Community Fun Day, and Lakeshore Boosters.

Ashlie stated the chamber looks forward to continuing the Leadership Series in 2019, potential speakers include, Vintner's, Spectrum/Lakeland, Meijer, the Senior PGA, United Way AEP I&M, and others. The chamber hopes to see more member engagement as it expands on the current momentum.

### Keynote Speaker

Dinner Sponsor I&M Community Affairs Representative Maggie Beggs, introduced key note speaker, Shawn Buckner, Regional Vice President Northern Region of Meijer, Inc.

### 2018 Business of the Year

Megan Yore, Chief Marketing and Communications Officer for Dinner Sponsor Spectrum/Lakeland Health, presented the 2018 Business of the Year award. The Business of the Year showcases the impact and vital role that small to midsize businesses play in the overall economic development of Southwest Michigan. Each year, businesses are recognized for their creativity, vitality, stability, and relevance. Winners are nominated by their peers in the business community.

The Award was presented to **Coach's Bar and Grill**. Coach's received the award based on several criteria including, but not limited to:

- Their incredible Customer Service.
- Their constant commitment to making the Lakeshore community an outstanding place to live and work.
- Increasing their to-go business by implementing a new app that enables customers to order online.
- Purchasing and developing property at 4123 Red Arrow Highway to expand their parking lot.
- Continually holding Tap Takeovers to support local breweries
- At least once a month, hosting Give Back nights to benefit local, community-based non-profits and local schools.

### 2018 Community Spirit Award

Chamber Board member, Sandy Kopach from Edgewater Bank, presented the 2018 Community Spirit Award. The community spirit award is presented to a business or individual who has shown exemplary leadership in the civic community and demonstrated a positive social or economic impact on Southwest Michigan. Each year, individuals are recognized for their passion for the betterment of our community. Winners are nominated by their peers in the business community. Sandy read the nomination letter for the winner, **Chas Potts of Anytime Fitness in Stevensville**:

*In February, 2016, on the heels of hard news learning that our son with Down syndrome, lost his coach and best friend, a new friendship was forged. Chas Potts, manager of Anytime Fitness in Stevensville called to say he had been watching the special relationship my son had with his trainer, and knew it was going to be devastating for Connor. Chas expressed his condolences, and without skipping a beat, he said, "I don't want to let Connor's dreams die too. Would you mind if I worked with him?" Chas knew how much his former coach and the Special Olympics meant to Connor. First, Chas honored the man and gave respect to Connor's first trainer by collecting donations, cards, posted pictures, had t-shirts made, and reached out to his family. Simultaneously he picked up the baton, set up a schedule and we watched a new,*

*beautiful friendship emerge. Chas trained on his own and became a certified Special Olympics coach, then began training another young man, Adam, also with special needs. He trains each individually to compete in weightlifting in Special Olympics on his own time. Going far above simply training, he cares deeply about both of them. Chas has rallied both the Anytime Fitness Stevensville and Mattawan members and staff to raise funds for Special Olympics by participating in the Polar Plunge and other events, and many people have supported Special Olympics through Anytime Fitness. We are so grateful. With profound impact, Chas has embraced Connor not only as a trainer, but friend too and provided Connor with 20-something 'typical' lifetime experiences he may never have had without Chas...like, competing side by side in a body building competition (and coached him through the spray tan!) This past February was a true testament to his heart, when Chas married his beautiful bride Lauren. Amid the handsome wedding party, both Connor and Adam stood tall among the groomsmen with big smiles and bigger hearts for the love of their buddy.*

Ashlie Guyberson, President, thanked the membership for joining the Chamber to celebrate the past year and the award recipients.

Meeting Adjourned at 7:55 pm.