

May Board of Directors Meeting Minutes

Attending Members: Ashlie Guyberson (P), Joe Daniel (V.P), Shayla Shembarger (Treasurer), Stacy Loar-Porter (Secretary), Phil Freeman, Sandi Kopach (via phone), ~~Tom Norbey~~, Tiffany Moore.

Meeting Date: Wednesday, May 22, 2019

Meeting Time: 2:30 pm

Meeting Location: Village of Stevensville

Meeting Topics:

1. Secretary's Report

- Review & Approval of previous minutes – Reviewed April meeting minutes. Motion to approve by Ashlie, Second by Shayla.
- LEF Sponsorship, there was discussion on the request from LEF, possibly sponsoring a team. The consensus was to possibly include the cost of sponsoring a team in the budget next year.
- **LEF Hole Sponsor.** Motion to approve a hole sponsorship by Joe, seconded by Tiffany.
- **E&M Consulting Map.** E&M sent the chamber some information on a map they print at no cost to the chamber. It is a map of the area and lists local businesses and their information. Phil is going to show the sample they sent to Frank Beltrand to see if this is the type of map, he was referring to at the Township Hall meeting. Ashlie will contact E&M and get more information about the process and how they work with the local businesses. Phil will call Bellview (map sample) to see how the process worked for them; what they liked or did not like.

2. Treasurers Report

- April Treasurer report, balance as of 5/22 \$22,452.66. Motion to approve by Phil, seconded by Stacy.
- Now that we have the new FEIN number, Shayla will inquire on the new insurance rates.

3. Open Forum.

- Leadership Connections Speakers- Spectrum/Lakeland
 - Joe presented the invite and press release for everyone to review. The max number of attendees is 80. RSVP must be made by June 7th.
 - Food- Tosi's presented a list of options, the board consensus was; Goat Cheese Spread, Pizza, Crostini Trio and Meatballs. Joe will contact Tosi's with the number attending so they can advise the amount of each to order.
 - We will need someone to work the registration table
 - Sandi will make name tags; she needs list of names a few days before.
- Strategic Planning Session Overview

- Phil presented the current mission statement and 3 drafts that were written at the last session. The board went through them all, the consensus was to go with:
The Lakeshore Chamber of Commerce is a service-based organization that exists to encourage members to work together for their collective best interest and to promote and participate in the local community.
- Phil then went through the proposed vision and values. He asked the board to review the proposed items and bring suggestions to the next meeting.
- The goal is to wrap this up by 6/18, then possibly hold a Town Hall meeting to present the new mission statement, visions and values to our members.
- Marketing Opportunity
 - Joe presented a marketing opportunity with a local company that is starting work in our area. The company provides video, social network advertising other online presence. The cost is a bit high for the chamber budget at the time, but possibly next year the board can consider a type of quarterly member spotlight package (approximate cost \$350) which would include a short video about the member and social media presence.
- Speaker for board meeting
 - Shayla asked if a speaker from 1st Source could present to the board next meeting. The bank offers a retirement product that exclusive to chambers. The board consensus was to have him attend a fall meeting.
- Member Volunteers
 - Chas and Lauren Potts have expressed interest in volunteering to help the board. We will invite them to the next meeting to discuss upcoming opportunities.

Meeting Adjourned at 3:45 pm.