

July Board of Directors Meeting Minutes

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

Meeting Date: Tuesday, July 16, 2019

Meeting Time: 12:30 pm

Meeting Location: Village of Stevensville

Meeting Topics:

1. Secretary's Report

- Review & Approval of previous minutes – Those in attendance at the June meeting will send their notes to Stacy so she can create minutes.
- Joe implemented a new feature on the website; 'Submit your event'. It is a form that members can use to communicate their events to us and the events will be shared via Facebook. Since it was implemented Joe has already received 4 events. Stacy will communicate this new feature to the members and also the events we have received via Constant Contact.
- Scholarship- Shayla is working with the recipient to get proof of enrollment and she will be remitting the payment to Grand Valley on the recipient's behalf. (per student's request)

2. Treasurers Report

- Shayla will email out to the directors.

3. Open Forum.

- Community Fun Day Sponsorship request
 - Tom explained what Community Fun Day is; it is being held on 9/14 this year. This is the 9th year. The event generally draws about 800-900 people. It is a free family fun day event. There are sponsors that provide bounce houses, there are several games and prizes.
 - \$300 Community Fun Day Sponsorship. Motion to approve by Joe, Second by Phil.
 - The event has vendor participation. A vendor spot would be a great opportunity for our members. Stacy will email out the information.
 - The chamber will set up a table with information, we will solicit the members for items to prepare a giveaway gift basket at the event.
- Lakeshore Athletics Program request
 - Request is for ad space in their athletic program. This is not the same as the sign at the stadium, that is through the boosters.
 - \$75 1/5-page ad. Motion to approve by Stacy, seconded by Tom.

- Party on the Pavers Sponsorship
 - Request for a sponsorship for Party on the Pavers, event is 7/27. The levels of sponsorship are; \$1,000, \$500 and \$250. The sponsorship form was due 6/21, however we can still sponsor we just will not have our name on the printed materials. The chamber name will be added to the online presence.
 - \$250 Party on the Pavers sponsorship. Motion by Joe, seconded by Ashlie.

Stacy will email all the forms to Shayla so she has them to send with payment.

- Leadership Connection Survey
 - Survey was sent out via Google
 - Sent 19 out 11 responded
 - 91% said it was informational
 - 91% said it was well organized
 - 100% said location was good
 - 100% said time was good
 - 100% said food and drink was good
 - 100% said they would attend a future event
 - Ideas given for future events
 - Road Department
 - Economic Development
 - Local business owner
 - Small business Forum
 - Stacy will begin working on the next leadership event, it will be in partnership with Lake Michigan College and will focus on their Hospitality program. Proposed date is towards end of September, first of October to possibly be held at their location.
- Constant Contact
 - The executive committee considered not continuing to use Constant Contact, however our membership automatically renewed. So, we will continue to use for a year and monitor the success we see from it.
 - There was discussion on it the number of emails is not as important as the content we are sending out. Sending out useful and important information to our members will increase the open rate of the emails.
 - Will continue to send newsletters quarterly
 - Will send upcoming events every two weeks. (events will come from the 'submit your event' feature)

- Mission/Vision information
 - Phil will email out the final versions of the proposed mission, vision, values, and goals for the chamber. The directors should be prepared to review at the next meeting. The goal is to have it all in place and to be presented to the members at the Annual Meeting.

- Guide Map
 - Phil researched the guide map that was discussed at the May meeting. He received mixed reviews on the map, some of the cons were people did not like paper maps, too bulky to carry around.
 - He presented to the board a copy of a digital version he found in Gaylord. The graphics are very modern and the map is useful. He will reach out to the firm that created it.
 - Phil also asked for consensus from the board to speak with the marketing firm that he is working with at the school to get some information about a partnership to create a similar map to Gaylord.

Meeting Adjourned at 1:50 pm.