

MASON AREA CHAMBER OF COMMERCE
Meeting of the Board of Directors

June 4, 2010

PRESENT: Sue Burgess, Jim Harvey, Jeff Haueter, Chris Iott, Neil Kentner, Jamie Robinson, Ron Tatro, Tim Walling, and Bob Warnke. MISSING: Pam Bullen, Joe Dean, Aaron Fiedler, and Robin Manno.

I. Call to order at 7:30 AM

II. Minutes of the May Meeting – reviewed and approved.

III. Treasurer’s Report – discussed and approved.

IV. Executive Director’s Report – discussed and approved. One new member since the last report: **St. James Catholic Church**. Information on them will be in the July newsletter. That brings us to six churches as members and surpasses the average of five churches that most Chambers like ours have as members. Information on new member **Payee Resource, Inc.** was in the June issue of the Mason in Motion newsletter. **The Centennial Group, Heb’s Inn and SuperTwist** have renewed late for 2010. However, even after recent requests, no renewals came through from Ara Bella Salon, Baja Grille, or Snap Fitness. We’re now focusing on the concert series, golf outing and Independence Day activities. We could use more seasoned volunteer help on our day-to-day programs -- like membership, sponsorship, and leadership. Ambassadors are putting together a new volunteer recognition program. Membership Services is working on a community intern programs for those individuals unaffiliated with a Chamber member. Then, we’re putting together a Chamber database of existing (and new) area volunteers called MAVENS: **Mason Area Volunteer Excellence Network Support**. Our member **Ballard Electric** came in to do an electrical load assessment at the Chamber office. The brass plate on the door is being re-done. As previously mentioned in the MACC Monday Message, I’ve asked all local candidates to meet with me informally to let us get to know them better and discuss the Mason area and our business climate. Some are looking for help and involvement from individuals like you who are connected with the Chamber. While the Chamber endorses no candidates and while the Chamber takes no positions on public issues, we do encourage involvement of our volunteers and members in government and politics. I am glad for the opportunity to make such connections and put you in touch with the candidates and issues most aligned with your interests.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting taking place on Friday, June 4, 2010. The committee discussed at length the proposal coming from the Hometown USA Committee to host a beer tent for the Saturday, August 28, 2010 Sundried Music Festival being put on by the DDA. This will be decided upon by the Board at their meeting.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next GMM is June 24. The theme is “Patriotic.” Co-sponsor is **Dart Container Corporation** to celebrate their 50th anniversary -- and they will underwrite the GMM, so admission is FREE. Mark Howe and Jon Grocki of sponsor **Dart Bank** will be finalizing Good Morning Mason speakers. Special **DCC** signs are being made by **JP Signs**. MACC Golf Classic Outing – The ad-hoc committee is still meeting to do planning for the next outing scheduled at **Eldorado** in July. They’ll meet again on May 25th. A golf shirt with different colors for different companies is now available at **JP Signs**. Special mailings were made to potential major sponsors and potential hole sponsors. We have yet to mail to returning supporting sponsors. Use of Facebook and Constant Contact will be used to build attendance. Other items: State Conference – Doug Klein continues to meet with the **Lansing Chamber** as one of their Ambassadors. This relationship allows our area chamber to better coordinate with the regional chamber regarding the State Ambassadors Conference in Lansing at the end of September 2010. Ribbon Cuttings – No cuttings are scheduled. Visitors Center -- The Chamber is again doing a double booth space at the **Ingham County Fair** for Mason Values Week. Moving the front counter and adding compact seating (now here) was discussed. Volunteers -- The committee spent some time discussing and developing a volunteer recognition program to rollout on July 1st.

Economic Development Committee – No meeting took place in May 2010.

Hometown USA Committee – All our 2010 Spring Fling events were reviewed, including the Friday Family Walk on the Friday, April 30, this year only (we hope). We had 141 people at the walk! We may want to do the walk in 2011 instead of the Thursday Night Live preview at **City Limits** with kick off karaoke. Maybe add a note about booting folks from the show for “objectionable behavior” to go with our “objectionable products” provision. We’ve recently heard from the “Tear-Off Maps” company. It appears they will be producing a brief visitor’s guide and map. They sold the ads and we have been assisting them. Our goal is to have something that could be inserted into the Greater Lansing Visitors Guide and to serve as a replacement for the 11x17 piece we’ve used at the **Ingham County Fair** the past couple of years. For members, a padded bunch of such is the

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goal. The 2010 Thursday Night Live concerts on the **Courthouse** lawn this summer start up at the end of May for the sixth season. The 2010 banner program was discussed. The bid from SignSmith was the lowest this time and they expect production by mid-June for placement shortly thereafter. We bought some additional hardware for **JP Signs'** banners that they did last year. Solicitations are about one-third done, but have a long way to go. The committee also discussed the events on Memorial Day, Independence Day, and they discussed the filming of some scenes in the movie "Real Steel" in Mason's downtown on July 1 and July 2. After much discussion, the committee is passing along to the Board a proposal without recommendation as follows: ***"The Mason Area Chamber of Commerce agrees to host the beer tent at the Mason DDA Sundried Music Festival on August 28, 2010. All legal and legally-intended provisions of the temporary liquor license shall be adhered to. The Board accepts all liability connected with the beer tent through the insurance, bonding, and licensing process. The Chamber will pay all expenses related to the beer tent and will be subject to any loss and retain any profit. Any profits will be used by the Chamber to fund Hometown USA projects."*** **NOTE: The motion was made and amended by the Board to rename the "beer tent" a "refreshment tent."** ***After discussion and comment from visitors, the question was called. The vote was four in favor and five against. The motion did not carry.***

Membership Services Committee – A review of the annual raffle took place. The focus again was on ticket distribution. It was decided to target past sellers to sell again and to target Chamber volunteers with a personal note. Soliciting purchases will start from a list of past (last two years) buyers. Staff has looked into and obtained a "business reply" permit and ordered envelopes to assist in getting ticket stubs, money, and unsold tickets back to the Chamber office in a timely fashion. We are still waiting for the envelopes. A potential community intern program was again discussed. Coordination with the Ambassadors volunteer program was suggested. Additional fundraising ideas were discussed at some length. Several ideas are being investigated further. An immediate action was to give small gifts for contributions at community events. The new dues rollout was discussed. The goal is to have a coordinated and understandable set of procedures by September.

VI. Old Business – None.

VII. New Business – Questions were raised about the food cart vendor in the Mason Plaza.

VIII. Committee Assignments -- Executive Committee - Wednesday, July 7 - 9:00 AM; Ambassadors Committee - Tuesday, June 8 - 7:30 AM; Economic Development Committee - Thursday, June 17 - 7:30 AM; Hometown USA Committee – Tuesday, June 8 - 8:30 AM; and Membership Services Committee – Tuesday, June 15 - 7:30 AM.

IX. Announcements -- Upcoming Darrell's Steak Dinner Fundraiser, the LRCC Grub Crawl at Eastwood, and the Aggie Corner Scholarship appreciation letters.

X. The meeting was adjourned at 8:39 AM.

The next Board of Directors meeting is Friday, July 9, 2010 at 7:30 AM in the Chamber office.

Minutes Submitted 07/06/10 by the Secretary--Douglas J. Klein, APR