

MASON AREA CHAMBER OF COMMERCE

Meeting of the Board of Directors

July 11, 2008

PRESENT: Tom Botsford, Jeff Haueter, Kim Gorrell, Neil Kentner, Jamie Robinson, Kathy Smith, Ron Tatro, and Bob Warnke

ABSENT: Joe Dean, Lance Delbridge, Mark Howe, Robin King-Fuller, and Phil Preston

I. Call to order at 7:30 AM

II. Minutes of the June Meeting – reviewed and approved

III. Treasurer's Report – discussed and approved.

IV. Executive Director's Report -- discussed and approved. New members since the last report: **Bigby Coffee #244, Snap Fitness, Mason Electrology, Village Profile, Amie Jo's Elephant Ears, Parker Construction, and Showtime Rental. Supreme Rental** has rejoined the Chamber by paying 2008 dues and has also paid their 2007 dues. Showtime and Supreme dues payments are done in trade arrangements. The contact information for the first four was in the July newsletter. The others will appear in August. Ambassadors distributed materials to members and non-members around the "parade" theme to those businesses likely to be able to do a parade unit. This was our second and last planned membership campaign for 2008. (The other one was M-36.) Both campaigns netted new memberships and brought back a few too. **Independent Bank** presents the Thursday Night Live concerts on the Courthouse lawn. They continued with last night's group MayWise sponsored by **Dart Container Corporation**. The next one is the Sea Cruisers on July 24th sponsored by **CP Federal Credit Union** followed by The Backwoods Band on August 14th sponsored by **LAFCU**. We definitely had a great Independence Day Celebration last week. The car show FULL! GREAT Civil War cannon rededication! OVER 125 parade units! Trophies and Honorable Mentions are being awarded to the best units, both Chamber members (Chamber Trophy) and nonmembers (Legion Trophy). Great work by all our FINE VOLUNTEERS, staff and interns! Raffle tickets continue to sell very well. If you've sold yours already, let us know and we'll get you some more! We'll be soliciting "big wheel" sponsors starting in August. Our latest "early bird" winners were Jamie Robinson, Gerald Smith, and Rick O'Berry. Thanks to those who attended the many ribbon cuttings recently! Look at the wall behind Bonnie's desk -- we're certainly on a roll! We have one more (Mason Quick Lube) today at 1 PM and we have another (**Michigan Steam Engine & Threshers**) scheduled for July 25th at 11 AM. Maple Street Mall is waiting until Down Home Days for their Grand Opening to do a ribbon cutting, although they'll open for business in a week or so. Two more big events coming up before the next Board meeting are Mason Values Week (Fair Week) and the MACC Golf Classic. Please talk these up! We need people to staff the Chamber's booth at the fair and we really need more sponsors for the golf outing. We're dedicating the net proceeds of the MACC Golf Classic to the "Aggie" Corner Scholarship Fund this year, so we need to get this new fund started out right with a respectable amount of money that could go into a foundation account later in 2008. That will allow the fund to have "charitable donation" status sometime in 2009.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting on Friday, July 11, 2008. As the treasurer's report was reviewed, time was spent discussing various Chamber events and their contributions to the Chamber's operations. We probably won't move any additional funds from checking to investments until August, but then we'll look at **Edward Jones - Kerry Ferguson, LAFCU, and CP Federal** (in that order). Perhaps keeping the money in the checking account would be a better idea right now. The Executive Committee is continuing to solicit suggestions for Board replacements for those members retiring after December 31, 2008. This is the last year on the Board for Mark Howe, Phil Preston, Jamie Robinson, and Kathy Smith. That also means that new chairs (Board members) will be needed for the Ambassadors, Hometown USA, and Economic Development committees. VERY incomplete, below is a list of names of just a few people mentioned in a very preliminary way: Past Board Members (who were not ever president and who may be willing to come back aboard as an officer): Pat Weiler, Sharon Thompson, LuAnne Dancer, Terry Blauvelt, Dan Sowers, Barb Braman, and Rich Reid. Committee Members (with sufficient experience and who may be willing to come on the Board as an officer): Aaron Fiedler, Jon Grocki, Colleen Briggs, Karla Spoor, Michelle Carpenter, Mary Tressel, Kathy Wakefield, and Eric Harter.

Ambassadors Committee – The 2010 Ambassador Conference was discussed by our guests from the Lansing Chamber Ambassadors. They are requesting our help in doing the September 22-24, 2010 Ambassador Conference in Lansing. A handout with rough ideas and concepts was distributed and discussed. Their meetings are on the third Thursdays of every month at the LRCC office. The next one is the 17th of July at 12 noon. The one after that is on August 21st. MACC Ambassadors are encouraged to attend. Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next GMM is on June 26th with a patriotic theme and co-sponsor is the Mason Library. Setup is scheduled for the day before at 3 PM and we need help for that. Member Mixers -- The golf outing reception is a mixer open to all for early dinner at \$15 per person. This will be promoted in the August newsletter. Neil Kentner will soon call a meeting late summer or early fall to discuss the Holiday Party on Thursday, December

4th. Solicitation letters could be ready before then. MACC Golf Classic Outing -- The date for this event is Thursday, August 7th. The golf committee will meet again on June 19. A flyer was the June newsletter and other will be in the July newsletter. A final flyer and a scratch-off card will be in the August newsletter. This year is the 35th Anniversary of this event, so a ribbon cutting is in order. Publicity and promotion includes tying net proceeds from the event to the Chamber's scholarship, to be renamed the Agnes "Aggie" Corner Scholarship. A formula has been worked out to determine net proceeds that will include allocated event expenses coming from general overhead expenses. In other business: Parade Information Distribution and Membership Solicitation -- We are asking people to sign up to do this activity delivering parade information to members (along with a directory) and information and membership information to non-members at the same time. This will only go to those businesses and organizations who could possibly do a parade unit. We have need about five people. Ribbon Cuttings -- **The Vault Deli** at 11:30 AM on Thursday, July 3. Mason Quick Lube at 1 PM on Friday, July 11. **Michigan Steam Engine & Threshers Club** at their grounds at 12:10 PM on Friday, July 25. Still no word on the laundromat, Little Caesars, **Big Boy**, etc. Someone may need to re-contact on those.

Economic Development Committee -- The Mason Area Entrepreneurs Club met again on Tuesday, May 20th at 6 PM at the City Hall community (basement) room. About 12 people attended. The speaker was from Capital Area Michigan Works! The Housing Committee met again on Monday, June 16. They are looking at promotions during Mason Values Week (Fair Week) and Down Home Days. Copies of the pages on the website for Business Space Available were distributed. Updates are always needed. David Hayhoe discussed the water treatment plant going up on Temple Street. McDonalds is relocating to where Burger King is currently located. Burger King is moving out. M-36 work is proceeding according to schedule. Bob Warnke says that, overall, Bigby is quite happy with their startup -- considering the M-36 situation. Jeff Oesterle discussed the bio-energy meeting organized by Sue Pigg that was held recently. Alaiedon is working on an ordinance to allow windmills. There is a proposed wind turbine farm for that township that may mean 600 acres on Meridian Road that would have a number of 400 foot wind towers that look more like columns than propellers.

Hometown USA Committee -- A discussion of the TNL concerts and promoting Thursday Night Live evenings took place, including the Mason Area Idol competition. All sponsorships except for a few program sponsorships were sold. The Rosewood Winds Quintet is the next concert. They'll be followed by MayWise, the Sea Cruisers, and The Backwoods Band. All will need staging. The Independence Day Celebration committee met on June 4th. A review of all plans was presented to the Committee. The trophy concept is new this year, as is the parade float booklet being offered and distributed. Also new are: Bike decorating and licensing at **Bestsellers** from 4 to 6 PM and the Civil War cannon re-dedication taking place at 6:30 PM. Down Home Days preparations were discussed. The ad hoc committee will meet at **City Limits** on Wednesday, June 25th. We will again have a chicken BBQ sandwich dinner at the **Fire Station** at around the same time as the Friday Family Walk, which will be sponsored again by **Physiotherapy Associates**. The committee discussed a community identity and cooperative advertising idea for I-96 billboard proposed by Jettie Feintuch. She has some on US-127 currently and the Chamber has discussed placing one there for community identity in past years. Prices were obtained from CBS. It was decided that doing this would require effort and money not immediately available. Perhaps after the raffle proceeds are determined; it could be part of the 2009 budget.

Membership Services Committee -- Several new members since the Board meeting: A trade membership with **Showtime Rental** has been agreed upon and will be done next week. The Horse Show for 2008 was discussed at length. It was decided that if net income was less than \$2,000 for the 2008 show, a discussion of continuance would again be necessary. If over \$2,000, a discussion of how we can help manager **Cathy Groce** solicit volunteers and other support is needed. The Raffle Committee will meet again in August to work on the Party and solicit Big Wheel sponsors. Letter with the promotional package for "Big Wheel" sponsors should be ready soon. Early Bird prizes should be about \$30 to \$50 in cost. We still need more! Possible new member services were discussed. An opportunity for a business-to-business event and/or a business-to-consumer booth show event was discussed. This would be in addition to Down Home Days and Spring Fling. This will be investigated further.

- VI. Old Business -- None.
- VII. New Business -- None
- VIII. Committee Assignments: Executive Committee - Wednesday, August 6 - 9:30 AM, Ambassadors Committee - Tuesday, July 15 - 7:30 AM, Economic Development Committee - Thursday, July 17 - 7:30 AM, Hometown USA Committee -- Tuesday, July 15 - 8:30 AM, Membership Services Committee - Thursday, July 17 - 9:30 AM.
- IX. Announcements: The Downtown Development Authority is working on possible sale arrangements for the old Shopping Guide building.
- X. The meeting was adjourned at 8:32 AM.

The next Board of Directors meeting is Friday, August 8, 2008 at 7:30 AM in the Chamber office.