

MASON AREA CHAMBER OF COMMERCE
Meeting of the Board of Directors

September 4, 2009

PRESENT: Tom Botsford, Michelle Carpenter, Joe Dean, Aaron Fiedler, Kim Gorrell, Jeff Haueter, Chris Iott, Neil Kentner, Robin Manno, and Ron Tatro. ABSENT: Lance Delbridge, Robin King-Fuller, and Bob Warnke.

I. Call to order at 7:30 AM

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

III. Treasurer’s Report – discussed and approved.

IV. Executive Director’s Report – discussed and approved. Two new members since the last report: **Alix Jenkins** (an individual member) and **Cottage Thyme Furniture and Consignment**. Two members re-joined the Chamber: **Crest View Tack Shop** and **Fifth Third Bank**. Ambassadors continue to work on two new non-member outreach programs. One is the leave-behind card and the other is a membership directory hand-delivered with an application for membership enclosed. If we hear any non-member complain about getting either one, we’ll take them off the prospect list. Cheryl Rood is currently updating our prospect list. Be sure to tell non-members that there is no advantage to waiting until the end of the year to join or re-join the Chamber. New members get a full 12 months from when they join! We are still looking for people who would like to collaborate on writing a draft of our Strategic Plan, Membership Dues Restructuring, and other planning documents. I think we’ll concentrate on the membership dues restructuring for the immediate future. Anyone who would like to learn how these documents are put together is welcome to help. The Membership Services Committee will review and approve the draft of our dues restructuring before consideration by the Board. Fundraising is essential to our Chamber’s continued activities and programs on behalf of our community. Please remember that we’ve realized that our own Chamber members, sponsors, and volunteers do a lot by sponsoring events and programs, they can’t quite do everything we need to do as a unified business community. That’s why we’re more actively looking for support beyond the membership to the broader community, residents, and other individuals through ticket and other fundraising. Help people understand that their support by buying tickets, etc. for certain public events and activities helps to fund certain projects. Available now are tickets for the MACC Annual Raffle & “Early Bird”/Dinner in October to support the *Hometown USA Fund* (including raising funds toward Christmas decorations for the streetlights on Cedar Street in 2010. Remember, any money we get from people in fundraising is not a tax deductible donation, as we are not a charitable or educational nonprofit, but contributions are going to the Chamber – our local nonprofit business and community association – and our programs and events benefit the entire Mason area community. We will begin our regular audit process with Rich Spaulding of **Casper Willson Wilson & Holmes** this next week. He says that he’ll be looking at three calendar years: 2006, 2007, and 2008.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting on Friday, September 4, 2009. Discussion took place over the officers’ reports, especially updates on membership and the treasurer’s report with a focus on fundraising income. The nominating committee is still working to select a slate of nominees to fill 2010 Board vacancies. 2 of the 4 are pretty set. In accordance with the Mason Area Chamber of Commerce By-Laws, Article IV, Section 3, the Chamber membership will be notified in the “Mason in Motion” newsletter mailed on September 28, 2009 of the four seats on the Board of Directors that will become vacant after December 31, 2009. They will also be notified of the names of the people selected by the nominating committee for the four seats for a term of three years beginning January 1, 2010 going through December 31, 2012. Additional candidates for the Board may be nominated by petition bearing the signatures of at least 10 Chamber members in good standing, submitted to the Chamber office within 10 days of notice -- that would be by 3 PM on Thursday, October 8, 2009. If no petitions are filed, the persons listed in the notice shall be deemed elected by the membership and so certified at the Board’s November meeting / Chamber’s annual meeting. All members are encouraged to suggest names for Board members, committee members, officers for 2010, and committee chairs (appointed by the president). The Executive Committee further suggests that new Board members have prior committee experience.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Member Mixers –The Membership Services Committee could use the help of Ambassadors to sell tickets that are available for the raffle and dinner at the annual Raffle Party on October 17th – now at **Eldorado** (to benefit the Mason, Michigan – Hometown USA Fund). The Economic Development Committee could use the Ambassadors help for planning the new Business-to-Business Expo on November 12th at the **Cobblestone Events Center**. Next month we also have to start the planning for the Holiday Party Mixer on December 3rd at the **Fairgrounds Community Building**. Doug Klein and Aleasha Wood are still charged with checking out arrangements for a potential speed networking event at **Meijer**. It now looks like a January 2010 date would be best. Good Morning, Mason! -- The next GMM is August 27. The theme is “back to school” since we’re at that time of year. Co-sponsor is DK Security/Joseph A. Young & Associates. We’ll continue the roll out of the annual MACC Raffle and all our other events. Chamber 101 will follow and Michelle

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and Kathy will be asked to present. MACC Golf Classic Outing – The income is likely to provide insufficient net proceeds again this year (after cost allocation) for the Aggie Corner Scholarship. It provided only \$400 of the \$500 last year. Other items: Ribbon Cuttings – **Hayhoe Riverwalk** for the **City of Mason**, Mi Nails, and **3MCA** are all scheduled. CountryThyme, **Green Acres**, and anniversaries for **A&W**, **Independent Bank**, etc. are possibilities, but not confirmed. Mason Values Week/Fair Week – Fair booth volunteering went well and Mason Values T-shirts sold well. We discussed ideas for improvements for next year. Membership – Non-member contact programs for directories and leave-behind cards were discussed. They’ll now ready to roll out – Joe Dean has started to distribute. Tom Botsford will do so as well. The Referral Notification Postcard and the Member Values Card programs both need revitalizing.

Economic Development Committee – No report.

Hometown USA Committee – The 2009 Thursday Night Live concerts on the **Courthouse** lawn this summer were discussed. The Backwoods Band, Mason Area Idol, and the MHS Band are the three remaining. Down Home Days was discussed. The possibility of a band instrument drive was also discussed as it could be done during DHD for the Mason Band Boosters. Drop off points could include The Vault and A&W – as well as the Chamber booth during the Courthouse Show. Some receipts need to be devised. The **Kiwanis** chicken sandwich dinner on Friday will have net proceeds go to **Mason Promise**. Saturday the 22nd is the drawing for Mason Madness. We have nine Chamber members in the program. Bags for literature at our visitors’ center operations are to be requested from members, but we may have to get some generic ones.

Membership Services Committee – There was a brief discussion about the strategic plan and a time line for completion. No action was taken. There was a general discussion about the new dues structure. The committee had several questions or potential concerns about the new structure. Those areas included A. The role or benefits individual members will have under the new structure including will business referrals be made to those members. B. Why banks are listed under a separate grouping and not included with other members in the same fee range. C. As the new structure switches from employee staffing levels to a benefits tier system will the top paying members consider the benefits sufficient to remain at the level or will some of the those members drop down to the lower levels, ex. \$400 down to the \$200 level. It is anticipated that the new proposal will address these issues. There was a discussion about the timeline for the distribution of the fall raffle tickets. The raffle event is about 60 days out and that there are 2000 tickets to sell. It will require the support of all Chamber members to sell that number of tickets. It was agreed that the Membership Chair would speak with the Executive Director to determine if a special Committee meeting would be required prior to the September 10th meeting to work on the aforementioned issues due to time constraints. Committee Announcements: The Chamber’s poker room fundraiser will try again once more this year on September 30, October 1, 2 and 3. The annual MACC Raffle “On the Town” that benefits the Mason, Michigan - Hometown USA Fund is underway. We continue to have tickets for both parts available. One for the early bird/dinner tickets (200) and the other for the “On the Town” Raffle tickets (2000), each to be sold at \$20 each per ticket. We still need items for two early bird prizes.

VI. Old Business – None.

VII. New Business – None.

VIII. Committee Assignments: Executive Committee - Wednesday, October 7 - 9:00 AM; Ambassadors Committee - Tuesday, September 8 - 7:30 AM; Economic Development Committee - Thursday, September 17 - 7:30 AM; Hometown USA Committee – Tuesday, September 8 - 8:30 AM; and Membership Services Committee – Thursday, September 10 - 7:30 AM.

IX. Announcements

X. The meeting was adjourned at 8:07 AM.

The next Board of Directors meeting is Friday, October 9, 2009 at 7:30 AM in the Chamber office.

Minutes Submitted 10/6/09 by the Secretary--Douglas J. Klein, APR