

MASON AREA CHAMBER OF COMMERCE

Meeting of the Board of Directors

September 5, 2008

PRESENT: Tom Botsford, Joe Dean, Lance Delbridge, Jeff Haueter, Mark Howe, Neil Kentner, Robin King-Fuller, Jamie Robinson, Kathy Smith, and Ron Tatro, and Bob Warnke

ABSENT: Kim Gorrell, Neil Kentner, and Phil Preston

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. New members since the last report: **Maple Street Mall, Kirt Lawrence, and Laundry Care Express**. The mall’s contact information was in the September newsletter and Kirt Lawrence and the laundromat will be in October’s. We did not make as much money on the MACC Golf Classic as we needed in order to start a charitable contribution-based Aggie Corner Scholarship Fund. Net proceeds were only \$413, after the overhead expense allocation. However, we will dedicate the full \$500 again in next year’s budget toward the scholarship. We’ll need more sponsor participation next year. Our mid-priced sponsorships sold well, but we had the larger sponsorships and some \$100 sponsorships unsold. Pass along your thanks to everyone who stepped up to help on the 35th anniversary MACC Golf Classic! Besides Good Morning Mason and Chamber 101, we had the Thursday Night Live Mason Area Idol finals on August 28th. Susan Tuthill is your 2008 Mason Area Idol -- chosen from among the eight finalists. Thanks again go to the **Mason Optimists** -- and all our other concert and program sponsors and volunteers, as well. I’m working on recruiting for the college student internships for Fall Semester. I believe we may have one from LCC this month, but we could use one or two more. Raffle tickets continue to sell very well, but now it is time for the BIG PUSH! If you’ve sold yours already, let us know and we’ll get you some more! Let us know who else can sell tickets! We’re now soliciting “big wheel” sponsors at \$250 with one ticket included. Thanks to those who attended the many ribbon cuttings recently! We have another two coming soon: **Maple Street Mall and Darb’s**.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting on Friday, September 5, 2008. As the treasurer’s report was reviewed, time was spent discussing various Chamber events and their contributions to the Chamber’s operations. Being revenue neutral and within the staff’s decision-making sphere, the committee advised and consented to purchasing two blocks of tickets for the Wharton Center production of the Lion King next spring, similar to what we did two years ago. Also being revenue neutral and within the staff’s decision-making sphere, the committee advised and consented to occasionally allowing Chamber staff to close the office on a limited number of afternoons each year for staff retreat luncheons (not at Chamber expense) without requiring that they return to the office for the rest of that day, assuming prior notice is given to members and the community through the Website and office door poster, prior approval of the Chamber President, and use by all staff of “banked hours” so the Chamber isn’t paying for the time off. We won’t move any additional funds from checking to investments for a couple more months. The Executive Committee is continuing to solicit suggestions for Board replacements for those members retiring after December 31, 2008. Official nominating committee is Jeff Haueter, Robin King-Fuller, and Mark Howe. 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. The Executive Committee is advancing a policy proposal regarding sponsorship of Chamber events -- one that would limit those opportunities to Chamber members. They propose that the Board adopt the following policy: *“It is the policy of the Mason Area Chamber of Commerce to limit sponsorship of Chamber events to members in good standing of the Chamber. Members may occasionally arrange for goods and services from non-members to be part of their own sponsorship and the origin of such may be acknowledged, but not construed as sponsorship by the non-member. Non-members are encouraged to participate in networking meetings and certain other programs of the Chamber, but admission and participation shall be at a higher cost than that paid by members.”* This proposal was **moved, seconded and approved** by the Board.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next GMM is August 28th. Dart Bank will do the five-minute presentation as sponsor. Deborah Ide from **Dart Container** will be there to introduce the Mason Garden Club. Setup is scheduled for the day before (August 27) at 3 PM and we need help for that. Member Mixers -- Neil Kentner will soon call a meeting (subsequently scheduled for Wednesday, September 10th at 7:30 AM in the Chamber office) to discuss the Holiday Party December Mixer taking place on Thursday, December 4th. Solicitation letters could be ready before then. The Board may require all sponsor/donors to be Chamber members. We need to describe the live auction items’ values better. MACC Golf Classic Outing -- This year was the 35th anniversary of this event, which took place August 7th at Eldorado. We had a few more golfers than last year, but again no major sponsors and some \$100 sponsorships went unsold. Publicity and promotion included tying net proceeds from the event to the Chamber’s scholarship, to be renamed the Agnes “Aggie” Corner Scholarship. A formula has

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been worked out to determine net proceeds that will include allocated event expenses coming from general overhead expenses. In other business: Speed Networking -- We still need to look into partnering with south Lansing Sam's Club to rejoin our Chamber and host speed networking sessions, as they have done for the Lansing Chamber. Unfortunately, their next one is the same time as our next month's meeting! Business Expo Opportunities -- We are still exploring with the Membership Services Committee the possibility of next year having a business-to-business tabletop show in a colder month and a business-to-consumer show in a warmer month, perhaps with other Chamber events. DHD Booth -- We need to fill openings for people to staff our visitors' center booth at the September 20th Courthouse Show. Some LCC students may also be there. Ribbon Cuttings -- Mid-Michigan Medical Management, Darb's, Down Home Days, and the Maple Street Mall all will have ribbon cuttings in September. Look for days and times, since they are not yet confirmed! Member Lists -- Ambassadors (and Membership Services folks) need updated membership lists every other month or so. Staff will provide at the meetings and send out by e-mail.

Economic Development Committee -- The Mason Area Entrepreneurs Club will meet again on Thursday, September 25th at 6 PM at the City Hall community (basement) room. The presentation topic will be on financing your small business. The Housing Committee will support our promotion of their Sunday, September 21 open houses during Down Home Days at the Chamber's visitors' center booth and at several other real estate and rental unit booths. They will meet again at 2 PM on Tuesday, September 9th at the Chamber office to finalize open house plans. Paul's Marathon is now Paul's BP. The Cedar and Columbia Street gas/convenience store also houses Tom's Courtside Pizza. Gestamp U.S. HardTech is changing to shorter shifts and a number of other management changes are taking place in the wake of the departure of Sven Sjoberg. Lear Corporation may be now more interested in additional ways to participate more fully in local communities in which they have plants, such as ours in Mason. A discussion about how some of our housing members could promote to employees of some of our largest employers took place, with a "Save gas -- live in Mason" theme as a possibility. More of our housing-related members are interested in putting community events on their webpages. Staff will work on a way to make that easier. Updates were discussed on the progress of M-36 by M-DOT. Staff will attend the Monday, September 8 meeting at 9 AM at City Hall to see how road construction may affect Down Home Days' events. Phil Birdsall has retired from his law practice and as DDA executive director as of October. Deb Birdsall is selling her business. The two plan to RV for a while in warmer climes.

Hometown USA Committee -- A discussion of the TNL concerts took place, including the Mason Area Idol competition. Methodology for doing the concert and competition were discussed. Lance Delbridge wasn't sure if there was a home football game that evening. The last concert is on September 18 to kick off Down Home Days, with the High School Band and Cheer Squad. DDA brochures still need to be re-done. The Chamber staff will assist soon. A few streetlight banners still need repair. The possibility of including the new streetlights on Cedar in the banner program was briefly discussed. Staff will look into the possibility. The possible production of a Mason Area Visitors Guide booklet next year was also discussed. Down Home Days preparations were discussed. The committee working on the Light Parade and Holiday Celebration (on the day after Thanksgiving) needs a chair and more committee members. Key volunteers will also be needed.

Membership Services Committee -- A proposal from Inc. Magazine was discussed and rejected, as it seemed to just be a way to get our member list without joining the Chamber. As a membership service, staff and committee members continue to look at possible "Business Expo" opportunities for next year. A business-to-business tabletop show in a colder month and a business-to-consumer show in a warmer month, maybe in conjunction with other Chamber events, are both possibilities. The Raffle Committee will meet again soon to work on the Party and solicit Big Wheel sponsors. We have two so far: LAFCU and A&W. A letter to go with the promotional package for "Big Wheel" sponsors is ready. Early Bird prizes should be about \$30 to \$50 in cost. We still need more! Standup round tables should be added to the Raffle Party and the December Mixer. Trash detail should be added to volunteer job descriptions. Other Chamber fundraisers should be investigated, as some events are experiencing possible reduced sponsorship from our major contributors now and possibly in coming years. The committee discussed a possible new member: Todd's Services, located near Pinkney. They have a "give back to the community program" and have advertised in the Ingham County Community News recently.

VI. Old Business -- None.

VII. New Business -- None

VIII. Committee Assignments: Executive Committee - Wednesday, October 1 - 9:30 AM; Ambassadors Committee - Tuesday, September 16 - 7:30 AM; Economic Development Committee - Thursday, September 18 - 7:30 AM; Hometown USA Committee - Tuesday, September 16 - 8:30 AM; and Membership Services Committee - Thursday, September 18 - 9:30 AM.

IX. Announcements: October 3rd is Homecoming at the High School with the usual parade and the musical "Big" has been chosen for this year at MHS.

X. The meeting was adjourned at 8:17 AM.

The next Board of Directors meeting is Friday, October 3, 2008 at 7:30 AM in the Chamber office.