

MASON AREA CHAMBER OF COMMERCE
Meeting of the Board of Directors

September 9, 2011

PRESENT: Sue Burgess, Mark Dillingham, Nichole Dorr, Aaron Fiedler, George Hayhoe, Chris Iott, Liz Luttrell-Wilson, Jamie Robinson, and Brian Vicary. ABSENT: Pam Bullen, Brent Forsberg, Neil Kentner, and Robin Manno.

I. Call to order at 7:31 AM

II. Special Agenda Item – The Board accepted the resignations of Tim Walling and Brian Tort from the Chamber’s Board of Directors. Named to the Board to fill the vacancies until the next Board election were Brian Vicary of **Dart Bank** and George Hayhoe of **CAPEX Land Company**. George Hayhoe was also elected vice president and named by the president as chair of the Economic Development Committee.

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

III. Treasurer’s Report – discussed and approved.

IV. Executive Director’s Report – discussed and approved. Three new members since the last report: **Girl Scouts - Heart of Michigan, Rapid Refill Ink, and Mason Preschool and Childcare. Sparrow Health System** is planning an upgrade of their membership to Corporate status. Maybe because it is at the end of summer, but membership upgrades, sponsorships at events and programs, and volunteer leadership have all been slowing down. Now is the time to “TALK CHAMBER” with others in our community. Please have more in-depth discussions about the Chamber’s future -- discussions that need to take place between member businesspeople. We are now leasing a new Xerox copier from **Michigan Office Systems**. This means a monthly payment, but it will be largely offset by reduced expenditures for printer ink, special paper, etc. We still have many more MACC Raffle tickets to sell. Fundraising is essential to our Chamber’s continued activities and programs on behalf of our community -- and now to our very survival as an effective local business association. Due to the trends and indicators in our financials, it is prudent to begin a process of transitioning more responsibility for Chamber events and programs to volunteer leadership. Reliance on work by staff (often unpaid) to pull off events like the Down Home Days Courthouse Show and the MACC Raffle Party without any volunteer leadership should be discontinued as soon as possible. This is not to say that Chamber events and programs should be discontinued, because those very events and programs are essential to the mission of the Chamber and all of them bring in needed income for operations. Our part-time staff is responsible for the day-to-day management of the Chamber, but just cannot be expected to do functions rightfully belonging to volunteer leadership, especially in the current financial situation. During the next month, staff will have conversations with the committees and then bring a phased transition plan forward to the Executive Committee and then to the Board.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting taking place on Friday, September 9, 2011. Particular attention was paid to the planning for volunteer leadership transitions for events and programs as outlined in the executive director’s report. It was also noted that the Executive Committee, which also serves as a Chamber Investment Committee, will not need to be concerned with that area at the current time, since all investments have been liquidated. The nominating committee will need to decide on nominees for the Board of Directors by September 20, 2011. They’ll meet after the Board meeting on September 9, 2011. The following five Board members will cycle off the Board on December 31, 2011 at the end of their terms: Aaron Fiedler, Neil Kentner, Chris Iott, Nicole Dorr, and Robin Manno. The unexpired terms of Brian Tort and Tim Walling will also mean that two other names will also need to be on the list, for a total of seven of the thirteen Board member positions (five at three-year terms and two at two-year terms). The committee recommends the re-nomination of Nichole Dorr, who is filling an unexpired term currently. The committee recommends the nomination of Brian Vicary, who will fill the unexpired term this year for Tim Walling. George Hayhoe, who will be filling the unexpired term this year for Brian Tort, will be unable to continue after the certification of the elections in November, as he lives out of the area for a time each year.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! --The next Good Morning Mason is on Thursday, August 25th. Presenting Sponsor is Dart Bank and it has a SUN theme -- sun dried, sunflowers, sun-and-sand, sunburst, etc. We now have a co-sponsor: Bullen’s Weight Loss. Karla Spoor of sponsor Dart Bank will be finalizing Good Morning Mason speakers. *Ambassador goal:* give at least one GMM pass to a potential or new member before August 25th. Staff will prepare an information sheet on how to give a two-minute presentation about your industry to encourage more businesspeople to present during the “news” portion of the event. Tom Botsford volunteered to assist with “Chamber 101” at the conclusion of the October GMM. MACC Golf Classic Outing -- The outing was scheduled for Thursday July 28, 2011 at Eldorado Golf Course, but since about seven inches of rain fell the evening before, the actual playing of golf was precluded. Instead, a breakfast reception and afternoon mixer took its place. All participants received value in a rain check from the Eldorado Golf Course and with drawings during the afternoon mixer, which the vast majority attended. All sponsors received value, except that in-kind sponsor A&W slated to provide lunch, was unable to do so. Our intern Tessa McManus and the rest of our staff organized and adjusted the event with Aaron Fiedler, chair of the ad hoc committee. Member Mixers -- Nicole Dorr will chair the

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Mixer Committee that will plan and put on the annual Holiday Party Mixer on December 1, 2011. Origami is being asked to again be the presenting sponsor. The ad hoc committee will meet for the first time next month. Sarah Hester agreed to serve on that committee. ***It was moved, seconded and approved unanimously by the Board to hold the event at the Fairgrounds Community Building and apply for a special liquor license to sell beer and wine at the event.*** Other items: Visitors Center -- We still need a Visitors Center Committee Chair. We had a double Fair booth again this year and will have a double booth at Down Home Days Courthouse Show. *Ambassador goal:* Get people to sign up to volunteer to promote their businesses and organizations at our booths at the Down Home Days show! Membership -- The membership campaign using the new tiered dues structure is still being rolled-out. Ribbon Cuttings -- RC Chair Tom Botsford has had no more scheduled any time soon. We recently did Edward Jones - Steve Blair and Mason Preschool and Childcare.

Economic Development Committee -- Doug Klein gave brief overviews of activities pertaining to "Grow Mason!," including the SBA Tour stop in September, the "extreme couponing" workshop at the end of August, and the upcoming Entrepreneurs Club event at the end of September. A discussion took place about new businesses and open properties in the area. The "security group" on S. Jefferson and other non-member businesses recently added to the area were mentioned. The E. Ash street storefronts, the old schools administration building, and the Hayhoe property at the south of town were also discussed. George Hayhoe led a discussion regarding possibilities for a railroad train attraction, like the Charlotte dinner train. The Ingham County Treasurer's recent tax auction and various activities of the Land Bank were discussed. George Hayhoe also discussed the situation of Aggregate Industries and their possible need for a "permit to mine" from Vevay Township. Since they are hauling out previously processed material and not doing new mining, they may want to request a hearing on the matter. Brian Tort explained that he is closing his business (Central Solutions, Inc.) and moving his family to Williamston. As his business's Chamber membership is terminated also, he will be resigning his position on the Board of Directors, the Vice-Presidency, and as Chair of the Economic Development Committee -- effective upon acceptance by the Board on September 9, 2011.

Hometown USA Committee -- Thursday Night Live! Courthouse Concerts are ongoing. The committee again discussed expanding the Thursday Night Live! concept in 2012, to include concerts at Rayner Park and "First Friday" type stuff every Thursday in Mason, from the first TNL Courthouse Concert in May through Down Home Days. *Committee goal:* Volunteer to help at one or two of the remaining concerts. Down Home Days Courthouse Show is Saturday, September 17, 2011. Presenting sponsor is **LAFUCU**. Most other sponsorship levels (especially the entertainment sponsorships) are still available subject to renewals. Show entertainment: 10 AM -- L.A.Cloggers, (12 Noon -- Velocity from Mason Assembly of God has since backed out), and 3 PM -- Ukulele Mania. *Committee Goal:* Need a new chairperson for SF & DHD ad hoc committee. *Committee Goal:* Solicit for Down Home Days Courthouse Show entertainment sponsors (need at least 2 @ \$300). Holidays Celebration on Friday November 25, 2011. We need a committee chair, so the ad-hoc committee can begin meeting in early October. Parade applications will go in the mail this month. The American Legion Post 148 will be asked to be a major sponsor again.

Membership Services Committee -- The committee again reviewed and discussed the results of the action of the Board of Directors to approve changes in Bylaws in 2011. The proposed revisions were published in the July issue of the newsletter for comment. The "audit" vs. "review" question and associate status change questions have been under discussion. All comments were reviewed at this Membership Services Committee meeting and resolved satisfactorily to all parties. The committee then recommended that we continue with the Board vote on September 9, 2011 on the revisions as published. Ways to enhance the understanding of member benefits were discussed, including reordering them in our publications from "corporate to basic levels" from the current "basic to corporate levels" order. The committee still has not yet looked into a cooperative agreement with the **Leslie Area Chamber of Commerce** and Celebration Cinemas for the premiere of "Real Steel" in early October, although staff has done some preliminary investigation. The upcoming 2011 (10th annual) MACC Raffle was discussed. Tickets (5 each) were being mailed to 100 select volunteers. To recap: the maximum prize is \$15,000 (subject to the 50/50 rule) and this year the minimum is \$3,000. Soliciting ticket "hawkers" (possibly service and other community groups) and promoting the Raffle at all our events is important to success. The party will be on Thursday, October 13, 2011. Presenting Sponsor is **LAFUCU**. Ad-hoc committee does not yet have a chair or a meeting date set at this time. Venue for 2011: **St. James Church Hall**. Theme is "Mason-It's a Wonderful Life" with a "movie" sub-theme. ***It was moved, seconded and approved unanimously by the Board to reaffirm holding the event at the St. James Hall and apply for a special liquor license to sell beer and wine at the event.*** We need Supporting Sponsors at \$300 each. *Membership Services goal:* Assign chairperson for ad-hoc committee.

VI. Old Business -- The Board voted unanimously to revise the Bylaws as per the proposal previously approved for publication to membership. A copy is attached.

VII. New Business -- None.

VIII. Committee Assignments -- Executive Committee - Wednesday, October 5 - 9:30 AM, Ambassadors Committee -- Tuesday, September 13 - 7:30 AM, Economic Development Committee - Thursday, September 22 - 7:30 AM, Hometown USA Committee -- Tuesday, September 13 - 8:45 AM, and Membership Services Committee - Tuesday, September 20 - 7:30 AM.

IX. Announcements -- Dates and activities for Down Home Days, Mason Area Entrepreneurs Club meeting, and City visioning sessions were announced. Liz Luttrell-Wilson is being inducted as the new Kiwanis District Governor. Mason Public Schools is up in student numbers, mostly due to increases in kindergarten.

X. The meeting was adjourned at 8:32 AM.

The next Board of Directors meeting is Friday, October 7, 2011 at 7:30 AM in the Chamber office.