

MASON AREA CHAMBER OF COMMERCE

Meeting of the Board of Directors

November 7, 2008

PRESENT: Tom Botsford, Kim Gorrell, Jeff Haueter, Mark Howe, Neil Kentner, Robin King-Fuller, Jamie Robinson, Kathy Smith, and Bob Warnke

ABSENT: Joe Dean, Lance Delbridge, Ron Tatro, and Phil Preston

I. Call to order at 7:30 AM

II. Minutes of the October Meeting – reviewed and approved

III. Treasurer’s Report – discussed and approved.

IV. Executive Director’s Report -- discussed and approved. Four new members since the last report: **KBM Marketing, Mason First Church of the Nazarene, For Better Independence Assistance Dogs, and Factory Direct Ink & Toner.**

One returning member: **Face-to-Face Matters.** Information on the first two was in the November newsletter and information on the last three will be in the December newsletter. Dues notices will begin to go out this week. Thanks go to all who helped with the MACC Raffle & Party on October 18th. Since we’ll end up a good bit ahead of where we were last year -- but not yet where we need to be -- now is a good time to look to find additional ways to reinvigorate this fundraiser. The Membership Services Committee will soon begin to make decisions on some changes. They will also look at other fundraising ideas. Attached is a calendar of Board activities at this time of the year and supporting materials. All standing committees are looking at possible changes to our yearly plan -- to build our program of work for 2009. We’ll discuss suggested changes to date later in this meeting. The Board will approve the P-O-W at the December meeting.

V. Committee Reports:

Executive Committee – The committee discussed the reports and agenda for the Board of Directors meeting on Friday, November 7, 2008. To ensure adequate cash flow, the CD coming up at Independent Bank was cashed in. It will be reinstated as dues money starts to come in again in November/December. If additional investments are possible after a couple more months, then we’ll look at **Edward Jones - Kerry Ferguson, LAFCU, and CP Federal** (in that order -- the order in which they joined the Chamber). Current investments that lost value will be devalued in November. We have a good chunk of money invested in Lion King tickets. The committee recommends that the Board adopt the following: **“In regards to four incoming MACC Board members for 2009: Since no petitions were filed, the persons listed in the newsletter notice shall be deemed elected by the membership and so certified at this, the Board’s November meeting / Chamber’s annual meeting. The following nominees are principals, associates or employees of members of the Chamber in good standing and are hereby elected for the four 2009 vacancies: Michelle Carpenter -- Dart Bank, Robin Manno -- Dart Container Corporation, Aaron Fiedler -- Fiedler Insurance, and Chris Iott -- Ace Hardware.”** *The preceding was moved, seconded and approved unanimously by the Board.* The committee discussed the preparations for writing the 2009 Program of Work by the committees. These were reviewed with the committee quite extensively by staff. A draft will be presented to the Board for their final individual revisions before coming to the entire Board at the December Board meeting. The committee discussed the preparations for the 2009 Annual Awards. Nominations are due by November 14, 2008. Staff will be asked to place special emphasis on enhancing sponsorship value and on updating the website in 2009. A possible sponsorship schedule was reviewed.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next GMM is October 30th. There will be no five-minute presentation by a co-sponsor. The event will have a “candy corn” Halloween theme. Setup is scheduled for the day before at 2 PM and we need help for that. Member Mixers – The mixer committee met in September to discuss the Holiday Party December Mixer taking place on Thursday, December 4th. Solicitation letters are ready and member contacts are assigned to committee members. Jon Grocki had confirmed Kelly Yoakham, the harpist. Most restaurants and caterers are on board. Door prizes are needed. Help with decorations is needed. The Board requires that all sponsor/donors to be Chamber members. We need to describe the live auction items’ values better. We need to look into using the **Masonic Temple Hall** for our cards & games mixer in the Spring. Member Lists – Ambassadors (and Membership Services folks) are getting updated membership lists this month. Lion King – Tickets are here for evening performances in 2009 on April 2nd and 5th for \$67 each. (There is no school for kids the next day for either showing.) The seats are contiguous and next to the \$125 seats. (Unfortunately, the tickets are printed with a lower price that does not reflect Wharton or Chamber handling costs. An explanation will be provided with the tickets as they are sold. 2009 Program of Work – The committee decided to put member and non-member contacts into the objectives of the 2009 Program of Work.

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Economic Development Committee – Denyse Ferguson of Leap Inc. (www.leapincorporated.com) reported that several years ago, some of the larger employers in the Greater Lansing region felt that they needed to focus as a group on economic development. They wanted to coordinate the various economic development entities, because they believed such development worked best if done on a regional level. They would continue to rely on partners to do everything that is needed, however. Leap is predominately private sector. They have six initiative teams. For example, one is the “new enterprise initiative” that focuses on entrepreneurship. Leap “springboard” is a business acceleration program. They are also helping companies go global. They look at and promote regional assets – even though those assets may not be fully appreciated by many residents. They promote through websites, video, etc. The emphasis is on community pride. The talent pool of jobs and workers is highlighted -- but jobs are their focus, not workers for jobs. There are several tiers of membership. Their campaign slogan is “Greater Lansing – where it all comes together,” consistent with their “stronger together” tagline. Some minor changes in the Program of Work for 2009 were discussed, specifically about the new housing committee and continuing the entrepreneurs club – which will meet again on November 10th. Marty Colburn reported that work on M-36 was a bit behind. There was quite a toll paid by businesses on Cedar Street, mostly those located north of Ash Street and south of Columbia. Scott Inman is the new general manager at **HardTech**. The growth sector in Mason continues to be in health care. An update in the form of amending the City Master Plan is currently underway – the focus is on traffic. Bob Warnke states that credit markets are undergoing structural changes. Community banks are doing well overall, although regional banks are suffering from the crunch. It is likely that we will see more bank failures – there has been one in Michigan already. George Hayhoe said that some building contractors and similar businesses may not survive the winter, given the current economy. Art Good mentioned that realtors are fewer in number now, some 40% less than there were several years ago. Bob Wicker will open a car lot at the **Good Storage** location. A brief discussion of the 2009 Chamber awards took place. Nominations close on November 14.

Hometown USA Committee – We should have the maps in hand by November sometime. Plans for the 2009-2010 banner program (including the new streetlights on Cedar in the banner program in 2009 and extending a new banner to all locations in 2010-2012) and 2009 Mason Area Visitors Guide booklet next year were again discussed. DDA downtown locating brochures have been re-done. The Chamber staff should review again in 2009 with the new DDA director, as that may not be an initial priority for them. Aleasha Wood has volunteered to chair the subcommittee working on the Light Parade and Holiday Celebration (on the day after Thanksgiving), but they need more committee members and volunteers. Preparations were reviewed. The Program of Work was reviewed for 2009 updates. Addition of the cultural and service committee was recommended. Continuing revitalization of the Member Value Card and MACC gift certificate programs was also suggested. The Cultural Committee is looking into a “Mason Weekend with the Arts” for the 6, 7, and 8th of February, 2009. So far, they are working with the **Library Friends, Orchestral Society, Historical Society, and Coventry Players** -- all of whom are Chamber members. They will also attempt contact with the Art Guild and Garden Club -- not currently Chamber members.

Membership Services Committee – Extensive discussion of the Raffle Party coming up in two days took place. A locking cash box needs to be procured. In the 2009 Program of Work, a statement that the committee will continue to investigate other Chamber fundraisers should added, as some events like the Horse Show and Raffle are experiencing possible reduced sponsorship from our major contributors now and possibly in the next year as economic recovery is still projected to be pretty slow. It was suggested that perhaps an incoming Board member could serve as a liaison to the Horse Show Committee chaired by Cathy Groce. The committee continued to review the 2008 Program of Work for changes in 2009. It was suggested that Ambassadors contact all members and potential members in 2009 as part of their section. A discussion of how vision, mission, values, principles could be looked at in a process of strategic planning for the entire organization and how that would be helpful before doing the goals and objectives in the 2010 Program of Work. It was suggested that the Board undertake that process in 2009. The committee also wanted a statement in the 2009 Program of Work about readjusting the dues structure in 2009 to be effective in 2010. A proposal from Constant Contact was discussed. It was proposed that the following go to the Board for action: **“The Mason Area Chamber of Commerce shall enter into an agreement with Constant Contact to provide members service at a discounted rate.”** *The preceding was moved, seconded and approved unanimously by the Board.*

VI. Old Business – None.

VII. New Business – None

VIII. Committee Assignments: Executive Committee - Wednesday, December 3 - 9:30 AM, Ambassadors Committee - Tuesday, November 18 - 7:30 AM, Economic Development Committee - Thursday, November 21 - 7:30 AM, Hometown USA Committee – Tuesday, November 18 - 8:30 AM, and Membership Services Committee - Thursday, November 21 - 9:30 AM.

IX. Announcements:

X. The meeting was adjourned at 8:40 AM.

The next Board of Directors meeting is Friday, December 5, 2008 at 7:30 AM in the Chamber office.