

MASON AREA CHAMBER OF COMMERCE

Meeting of the Board of Directors

December 4, 2009

PRESENT: Tom Botsford, Michelle Carpenter, Joe Dean, Lance Delbridge, Aaron Fiedler, Jeff Haueter, Chris Iott, Neil Kentner, and Robin King-Fuller. ABSENT: Kim Gorrell, Robin Manno, Ron Tatro, and Bob Warnke. 2010 Board Members Present: Pam Bullen, Sue Burgess, Jim Harvey, Jamie Robinson, and Tim Walling.

I. Call to order at 7:30 AM

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

III. Treasurer’s Report – discussed and approved.

IV. Executive Director’s Report – discussed and approved. One new member since the last report: **Converged Network Solutions**. Information was in the December newsletter. Dues payments for 2010 are coming in daily. The Board is being asked to approve the 2010 Program of Work at this December meeting. A copy of this recently revised document was attached. *The 2010 Program of Work was moved, seconded and approved unanimously by the Board.* The Board is also being asked to approve the staffing plan for 2010 (with holiday schedule) at this December meeting. This plan was discussed with the Executive Committee in November. A copy of this document was also attached. *The revised staffing plan was moved, seconded, and approved unanimously by the Board.* A reminder that college student internships are posted on our website and a student can start with us anytime in most college programs. We have also established a “community member internship” for those wishing to keep or gain skills outside of a formal college or high school program. An announcement of this program will be made shortly. Don’t forget that if anyone ever talks to you with comments or suggestions for any of the Chamber’s events or programs, to please recruit them to be on the appropriate committee. “Volunteer leadership” and “event sponsorship” are two main points of emphasis in the Chamber’s operations budget for 2010. Our fund balance is now too low to cover a year’s worth of expenditures and that situation is not sustainable long term. We have actually dipped into our fund balance each year since 2004 and have done so again this year. We need to start adding to it as soon as is practical. Thanks need to go to all who helped with the Mason Holidays Celebration on November 27th and the Holiday Party Mixer on December 3rd. It is a good thing to thank all our sponsors and volunteers personally when you see them.

V. Committee Reports:

Executive Committee – The committee discussed in some detail the reports and agenda for the Board of Directors meeting on Friday, December 4, 2009. The new 2010 Board members will be invited to the December meeting also. The committee reviewed the progress on the year-end planning calendar. A discussion on the Executive Director’s 2010 staffing plan recommendation again took place. The committee then made changes to the recommendation to now include small bonuses for staff to reflect their satisfaction with the staff work, yet keeping the budget tight this next year. This will be voted on by the entire Board at the Friday meeting as part of the Executive Director’s report. The committee then requested a list of the nominees to date for the annual awards to review. The committee (acting as the Awards Committee) made a recommendation for each award to be taken to the Friday Board meeting. These will be discussed and awardees will be named by the Board at that meeting. See separate document. *All nominees on the slate were nominated, seconded, discussed and approved by the Board unanimously, except for Excellence in Business where two other businesses were also nominated and discussed. The slated Excellence in Business nominee was approved 7 to 2.* Michelle Carpenter of **Dart Bank** is a current board member and 2009 vice-president of the Mason Area Chamber of Commerce. She will soon be moving from Dart’s Mason office to work at the bank’s Holt/South Lansing office. Therefore, it is with regret that she has submitted her resignation from the MACC Board and as vice president, to be effective as a first item of new business during the Board’s meeting on December 4, 2009. The Chamber will hold the vice-president’s position open until January 1, 2010, when a new vice president will take office. The entire slate of officers for 2010 will be selected as the last order of new business by the incoming 2010 Board later in the December 4th meeting. To be nominated as the Board member replacement for Michelle Carpenter is Tim Walling of **Dart Bank**. He has been with the bank for over a year as Vice President/Commercial and Agricultural Lender. He has been in banking since 1979, with positions in operations, retail banking and commercial lending. He is part of **Dart’s** commercial lending team in both the Grand Ledge and Mason offices. As the final act of new business at the Friday December Board meeting, the 2010 Board will elect their officers.

Ambassadors Committee – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next GMM is December 10. The theme is “Christmas.” Co-sponsor is **Bestsellers Books & Coffee Company**. Mark Howe and Jon Grocki will take over from Michelle Carpenter in organizing Good Morning Mason. Member Mixers – The Economic Development Committee could still use the Ambassadors help for operations at the Business-to-Business Expo on November 12th at the **Cobblestone Events Center**. We have 16 member businesses signed up! This month we’re also continuing our preparations for the Holiday Party Mixer on December 3rd at the **Fairgrounds Community Building**. MACC Golf Classic Outing – The ad-hoc committee is still planning to work on a list of criteria for hosting the MACC Golf Classic. Other items: State Conference – The committee expressed its approval for Doug Klein to join the **Lansing Chamber** as one of their Ambassadors. This will allow our area chamber to better coordinate with the regional chamber regarding the State

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Ambassadors Conference in Lansing in September 2010. Ribbon Cuttings – None are currently planned. One for **Salon 130's** expansion will be in January.

Economic Development Committee – Doug Klein reported on the results of Business-to-Business Expo for which the committee was responsible. He stated that a committee is now needed. Brian Tort said he would be on the ad hoc committee and help solicit additional members. The next Expo is coming soon -- in March 2010! Brian Tort gave an update on the Mason Area Entrepreneurs Club. They had their tenth meeting recently. Things seem to be going well for the group. The possibility of a local business incubator was discussed. Marty Colburn discussed the **City's** Facebook page. He also added to the discussion on the Entrepreneurs Club. He then detailed the program for the **City's** seven new liquor licenses for downtown. Kincaid has officially purchased the building that housed the Mason Shoe Store. They are working to obtain rehab funding to put apartments in the old bowling alley on the second floor -- maybe 9 to 10 units. The County's landbank is taking ownership of the E. Ash Street buildings previously owned by George Raymond. RFPs for purchase and rehabilitation will be issued. The landbank is also demolishing a house at 306 W. Columbia -- to be left vacant for now. The Ingham County Housing Commission is buying up abandoned houses, rehabilitating them, and reselling them as an investment. They are doing that with three properties currently. The new **City Hall** is progressing ahead of schedule. Bob Warnke reported that the MSB 5K would take place a week later than Spring Fling. The situation with Playmakers and the new MSU Run was explained. The Chamber will still do the City request for the MPSF and MSB, although they will not be able to split port-a-jon costs with the Chamber. Art Good announced that the Pizza Hut property is available for sale. He discussed the importance of business retention efforts in the community with the committee, especially for industries like **Gestamp**, **MPC**, **Cleanlites**, and **Dart Container**. He inquired if anyone knew about any developments on the old Wickes property.

Hometown USA Committee – The Chamber's newly designed website is still going up. This will be "under construction" for some time because of lack of staff time to devote to this, but should be substantially done this year. The subcommittee for the 2010 Thursday Night Live concerts on the **Courthouse** lawn this summer needs to begin meeting soon after the first of the year. The MSB 5K will not take place in 2010 until a week after Spring Fling. A "Family Walk" will be substituted. Applications for our 2010 Spring Fling and Down Home Days Courthouse shows are not able to be accepted until after January 1st due to our current accounting system. After some discussion, the committee proposes the following to the Board: ***"Beginning immediately, all income and expenses applicable to event and program accounts will be credited to those accounts as money is received and expenses are paid, regardless of the calendar year. There is one exception, just for the balance of 2009, for 'prepaid dues' -- as this account has been used extensively since November. That account will cease to exist after January 1, 2010."*** This was moved, seconded and approved unanimously by the Board. Beginning in 2010, events and programs will start to develop their own budgets to aid planning and control. A brief preview of the 2010 banner program was presented. We're expecting a few changes in the once-every-three-years rollout in 2010 based on our experience with the prototypes on N. Cedar Street. Possible blue and red banners with a simpler text message that could be mixed in with the white banners were discussed. The committee discussed arrangements to date for the Mason Holidays Celebration on the day after Thanksgiving. Ways to disseminate information about member special events, etc. were discussed. While communication is strong once the information is given to the Chamber, not enough people get their info to the Chamber by deadlines.

Membership Services Committee – A review of the subcommittee on dues restructuring was presented. This ad hoc group will continue to meet as necessary and each member (George Hayhoe, Pam Bullen, Doug Klein, Chris Iott and Ron Tatro) will individually work on the proposal during the next month or so. A review of the annual raffle took place. Next year, tickets will be distributed in February. No early bird. No dinner -- just a mixer with light food and beverages. The February Good Morning Mason theme will be the raffle -- repeating "On the Town." A brief discussion regarding potential future poker room fundraisers took place. Other fundraising options are being explored. Disposal of horse show ribbons was discussed. The 2010 Plan of Work was again discussed. The changes regarding dues restructuring and strategic planning efforts are now in the plan proposed for 2010, as are continued fundraising planning and implementation.

VI. Old Business – None.

VII. New Business – *Michelle Carpenter's resignation was accepted and a replacement Board member, Tim Walling of Dart Bank, was elected to serve immediately and until the next regular election in November 2010 by the 2009 MACC Board. The entire slate of officers for 2010 was nominated and elected as the last order of new business by the incoming 2010 Board. Neil Kentner will remain President, Jeff Haueter will remain Past President, Jamie Robinson was elected Vice President, and Aaron Fiedler was elected Treasurer. Neil Kentner's term was extended by one year, according to bylaws provision.*

VIII. Committee Assignments -- Executive Committee - Wednesday, January 6 - 9:00 AM; Ambassadors Committee - Tuesday, January 12 - 7:30 AM; Economic Development Committee - Thursday, January 21 - 7:30 AM; Hometown USA Committee – Tuesday, January 12 - 8:30 AM; and Membership Services Committee – Tuesday, January 19 - 7:30 AM.

IX. Announcements -- The "Red Nose Ruckus" was announced for that evening, the Mason Coventry Players current play times and dates were mentioned, and a followup was given on the passing of Lee Talboys.

X. The meeting was adjourned at 8:25 AM.

The next Board of Directors meeting is Friday, January 8, 2010 at 7:30 AM in the Chamber office.

Minutes Submitted 01/05/10 by the Secretary--Douglas J. Klein, APR