

MASON AREA CHAMBER OF COMMERCE  
Meeting of the Board of Directors

December 9, 2011

PRESENT: Pam Bullen, Sue Burgess, Mark Dillingham, Aaron Fiedler, Brent Forsberg, George Hayhoe, Chris Iott, Neil Kentner, Jamie Robinson, and Liz Luttrell-Wilson. ABSENT: Nichole Dorr and Robin Manno. ALSO PRESENT: Elaine Ferris, Doug Klein, Shireen Luther, and Jeff Oesterle.

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- I. Call to order at 7:32 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.
- V. Committee Reports:

**Executive Committee** – The committee discussed the reports and agenda for the Board of Directors meeting taking place on Friday, December 9, 2011. The yearly planning and Board succession was also discussed, with an emphasis on discovering new leadership for the Chamber. Brian Vicary of Dart Bank has taken a new position with another firm, so the committee recommends the Board: *Accept the resignation from the Board of Brian Vicary of Dart Bank and fill that vacancy at the January 2012 Board meeting. Such a motion was made, seconded and approved unanimously by the Board of Directors.* The committee discussed nominees for the annual awards program and made the following recommendations to the Board as the Awards Committee: **Excellence in Education - Jeremy Mills, President’s Award - Robin King-Fuller, Special Recognition - Mason Public Schools Foundation and Scott Shattuck, Excellence in Business - Dart Bank, and Citizen of the Year - Jeff Haueter.** The committee then discussed some of the economic growth taking place in the area and the prospects for additional new membership in the Chamber.

**Ambassadors Committee** – Ad hoc committee developments and assignments were discussed: Good Morning, Mason! -- The next Good Morning Mason is on Thursday, December 8th. Presenting Sponsor is **Dart Bank** and it has a Christmas (red/green) theme. Co-sponsor is **Bestsellers Books & Coffee**. Karla Spoor of sponsor **Dart Bank** will be finalizing Good Morning Mason speakers and chairs the ad hoc committee. *Ambassador goal:* People need to volunteer for setup on Wednesday afternoon and takedown on Thursday morning after the event. MACC Golf Classic Outing -- Our next Golf Classic is scheduled for July 26, 2012. We have a chair and a committee, but only two members were involved last year. We need to get the group revitalized. This event can no longer be run without an active committee. Member Mixers -- Nicole Dorr is chairing the Mixer Committee that has planned and will put on the annual Holiday Party Mixer on December 1, 2011 at the Fairgrounds Community Building. Origami is confirmed as the presenting sponsor. The committee decided to do a cash bar this year. Paul Ciucci of **Fat Cat Productions** will provide the sound system. The ad hoc committee will several times already and will meet again at 8:15 AM after the November Ambassadors meeting. Other items: Visitors Center -- We still need a Visitors Center Committee Chair. Next up is a single at the Women’s Expo in March. *Ambassador goal:* Get people to sign up to volunteer to promote their businesses and organizations at our booths! We’ll also need to organize volunteers to help staff the main Visitors Center in 2012. Membership -- The membership contact activity using the new tiered dues structure to get an increase in dues income is ongoing. Let staff know if you can help with outreach. Ribbon Cuttings -- RC Chair Tom Botsford has had no more scheduled any time soon, but is in conversation with several businesses.

**Economic Development Committee** – The meeting theme was the auction industry. Bill Sheridan of **Sheridan Realty and Auction** reported that his introduction to online bidding started in Grand Rapids. He went to a 2005 seminar that said it was coming soon, but getting in then was expensive. After that, some machinery and equipment dealers partnered to bring down the cost. At a 2006 antique tractor auction fellow talked about online auctions with Bill and how to construct an online auction software package. Marknet Alliance was formed and Sheridan’s firm became one of the original owners. Bill and the partners in Marknet crafted a site to sell homes for banks. They discovered that in some places foreclosed houses sold best online. Now, Marknet Alliance has offices in Owosso and Grand Rapids. Expanding the concept, Bill found out that online only auctions can produce better results than a live auction. They will have a showing day however, which is especially good for equipment. Load up seems to be very orderly with this system. The software and security for online identities and signatures is still a bit iffy, so hard copy with pen-and-ink signatures, in-person face-to-face, still take place. A couple of other similar software auction systems are out there now: one mostly commercial property, another (United Country) isn’t as discretionary as to who gets involved, for example. Telling people it is similar to E-Bay seems to aid their initial understanding and overcome reluctance -- although Sheridan does have instructional videos on their website. Interactive bidding is coming soon. There isn’t much in the way of informal comparisons for online bids as there would be at a live auction, which makes online more competitive. Sheridan is now doing an online vehicle auction once a month. They also do about three consignment auctions a year, mostly for farm machinery. Sally Sheridan is also now involved in personal property auctions, especially for schools and similar organizations. The MACC “Business Space Available” property inventory list was distributed with the request to committee members to update and integrated with the lists of the Ingham County EDC.

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**Hometown USA Committee** – The Thursday Night Live! Courthouse Concerts ad hoc committee will meet again in February. The 2011 Courthouse Concerts brought in about \$2000 before cost allocation, under the goal of \$3,000. The committee again discussed expanding the Thursday Night Live! concept in 2012, to include concerts or other live entertainment at Rayner Park and “First Friday” type stuff every Thursday evening in Mason, from the Spring Fling in May through Down Home Days. Planning and discussions will continue, but the goal is to have the Chamber promote any events as an in-kind sponsor, but not obtain sponsors or host the additional events. *Committee Goal:* Thank all the sponsors and volunteers for the 2011 concerts. Down Home Days & Spring Fling *Committee Goal:* Need a new chairperson for SF & DHD ad hoc committee. *Committee goal:* Sign up presenting sponsors for both shows. Mason Holidays Celebration will be on Friday November 25, 2011. **Dart Container** will again be presenting sponsor for the parade. Aleasha Wood is ad hoc committee chair. The committee met on October 24<sup>th</sup> and will meet again on November 14 at 6 PM. Parade applications are coming in with 23 in as of 11/4/11. *Committee Goal:* Ask more possible sponsors to step up using the sponsorship form in the newsletter. We also need more volunteers to sign up to help at the event. We will need a more active committee to help host the celebration and parade in 2012.

**Membership Services Committee** – The MACC Raffle ad hoc committee did not have a chair or meetings in 2011. The Chamber will further scale back the party portion in 2012. *Membership Services goal:* Recruit a chairperson for this ad hoc committee for 2012. Membership dues notices for 2012 went out the first week of October to those who paid their 2011 dues before January 1, 2011 last year. The balance of the dues notices went out the first week of November for those who paid 2011’s dues after January 1, 2011. All are due on January 15, 2012. While this helped mitigate the cash flow problems of the Chamber for October and November, December is dependent on the income from the Holiday Party, because most of the rest of the dues won’t show up until January and February. Restoration and expansion of the Chamber’s volunteer leadership is the first priority in 2012. The committee feels that an “event-driven” approach may work best for many members to get into having more people from their businesses and organizations volunteering. Each event should have an ad hoc committee with a chair and secretary appointed. Those committees should be given a budget and goals at the beginning of the year and report to our standing committees. They will also be responsible to recruit people personally to sign up as volunteers for their event.

- VI.** Old Business – The 2012 Program of Work and 2012 Staffing Plan were separately moved, seconded and approved unanimously by the Board.
- VII.** New Business – The selection of 2012 Annual Award winners was done as per the Executive Committee’s recommendation though a motion for the entire slate, a second, and unanimous approval by the Board. The 2012 Board members present then elected the officers of the Chamber for 2012. Nominations were made, seconded and approved unanimously as follows: Doug Klein of **Star Associates** – President, Andrew Serratelli of **Dart Container** – Vice President, Nichole Dorr of **Independent Bank** – Treasurer. Jamie Robinson of **Darrell’s Market & Bestsellers** becomes the Past President in 2012.
- VIII.** Committee Assignments -- Executive Committee - Wednesday, January 4 - 9:00 AM; Ambassadors Committee - Thursday, December 15 - 7:30 AM; Economic Development Committee - Thursday, December 22 - 7:30 AM; Hometown USA Committee – Tuesday, December 13 - 8:45 AM; and Membership Services Committee – Tuesday, December 20 - 7:30 AM.
- IX.** Announcements – Economic development and growth activities were highlighted, especially those at Gestamp. Iz Luttrell-Wilson agreed to serve as Interim Treasurer until Nichole Dorr returns from maternity leave.
- X.** The meeting was adjourned at 8:16 AM.

The next Board of Directors meeting is Friday, January 6, 2012 at 7:30 AM in the Chamber office.

*Minutes Submitted 1/3/12 by the Secretary -- Douglas J. Klein, APR, CTA*