



Lake Crystal Area Chamber of Commerce, Inc.

Board of Directors Meeting Minutes April 14, 2010

the place to be...

Members Present: President: Gordy Kuznia, Ann Lange, Bob Thompson, Judy Meyer, Paul Rynearson, and Julie Reed-Coordinator.

Absent: Molly Elder, Sandy Hanson, and Tanya Jones

President Gordy Kuznia called the meeting to order.

Minutes from Previous Meeting: Minutes were read. Adjustments made and then approved.

Treasurer's Report and Financials: Financials read and approved.

Executive Coordinator's Report: Julie Reed gave update.

Committee Reports:

Promotions Committee – The Promotions committee met on March 30th at Dina's. Upcoming promotions and events were discussed. City Wide garage sale will be May 8th, and Lunch and Learn will be held at The Lakes Sports Bar on May 18th. Guest Speaker will be Princess Kay of the Milky Way. Other topics at the meeting were:

A Ladies Promotion, Flowers on Main, Christmas in Lake Crystal (no date changes at this time), and the permit for Duck Days raffle. The permit was received on April 15th so we may begin printing the tickets for our "Duck for a Buck" fundraising. A discussion of what the needs of the promotions committee also took place.

Karen Ahrenstorff has accepted the Promotions Committee Chair position. Our current chair, Judy Meyer, will be taking on the new Chamber President seat beginning in May. The next meeting will take place at The Lakes, April 27th at 11:30 am.

Membership Committee – Membership dues letters have been sent and we have approximately half of the current members responds to date. A brief discussion of having a "savers" card for current Chamber Members took place. The offer will be presented at the annual meeting by Paul Rynearson. Any businesses that would like to offer a service, discount or promotion to Chamber members would be listed on the card. This would give an extra value to being a Chamber member. Cards could be available to Chamber members or associates of Chamber members.

Retail Committee – Tabled at this time.

Old Business:

Chamber Bucks – Julie brought a revised style of the Chamber Bucks for the Board to review. Also signs were made to have Chamber businesses display stating "Chamber Bucks are accepted at their locations". The next step is to contact the Bank for their input and then to approach our businesses to communicate the change.

Fundraising Update – Ann reported new information regarding the TWINS

Fundraising project. More information is pending. Dates, times, and prices will be available at the next meeting.

Goals:

1. Networking Group - To date we believe all responses have been very positive to the new group. We will need a Chairperson to take over in June/July. Interested parties can contact Molly, Bob, or Julie.
2. Ambassador Group - With many new members coming on board, we need to establish a good way to take photos and highlight new members in the Tribune. Julie will send email blasts to all Chamber board members when new folks come on board. Then we will try to get a group together to visit the new members place of business as a "Welcome to the Chamber".
3. Member Rewards- Tabled.
4. Visitor Guides – The map is coming along very well. A proof was presented to the Board with hopes that it will be ready for circulation by May 8th.
5. Training/Speakers - Tabled.
6. Feedback – Survey was discussed on what the community would like to see from the Lake Crystal businesses and an additional survey will be attached covering members thoughts on what they would like from the Chamber in the upcoming year. This will be used at the Annual Meeting April 15th.

New Business:

1. Approval of the new Board of Directors positions. Leslie Johnson/The Meat Market, Robert Redman/Kroubetz Auto Body, and Amy Gasswint/ The Lakes Sports Bar and Grill.
2. Annual meeting finalizing.

Meeting adjourned.

Dates to Remember:

Annual Meeting – April 15th @ Weggy's

PRO Group meeting - April 20th---5:00 pm @ LCARC

Promotions meeting – April 27th @ The Lakes

Business After Hours April 29th @ legacy Home Center (5:30 – 7:30pm)

City Wide Garage Sale – May 8th

Lunch and Learn – May 18th @ The Lakes

Next Board Meeting – Wednesday, May 12th, 2010 @ Dina's 8:00 AM