



# Lake Crystal Area Chamber of Commerce, Inc.

## Board of Directors Meeting Minutes July 12, 2010

*the place to be...*

*Members Present:* President: Judy Meyer, Bob Thompson, Leslie Johnson, Robert Redman, Molly Elder, Sandy Hanson, Amy Gasswint and Julie Reed-Coordinator.  
*Absent:* Paul Rynearson and Gordy Kuznia

**President Judy Meyer called the meeting to order.**

**Minutes from previous meeting:** Minutes were read. Leslie Johnson made a motion to approve the minutes, second by Molly Elder. Minutes were approved.

**Treasurer’s Report and Financials:** Financials read and approved.

**Executive Coordinator’s Report:** Julie Reed gave update.

**Committee Reports:** Molly Elder gave updates from the promotions committee. A brief discussion regarding the Duck Days Events took place.

### Old Business:

- **Duck Days** –The “Duck for a Buck” raffle tickets and sales for “Kiss the Duck” brought in a small amount of income for the Chamber. It was discussed to have the prizes higher next year, but in the form of Chamber Bucks rather than cash prizes. Also, next year, all Chamber businesses will be given a small quantity of tickets to sell or purchase to help raise ticket sales for this event.
- **Business After Hours-** Upcoming “Business after Hours” hosts will be the *Lake Crystal Bus Service* and *Crystal Graphix*. Any other interested hosts for BAH should contact the Chamber Office to arrange for dates and times. We would love to have monthly "get togethers." Please encourage your fellow Chamber members to take part as well as being possible hosts in the future.

### Goals:

- **Ambassador Group** – Molly Elder is setting up a time for the Chamber Board and its members to acknowledge Ray and Betty Cihak of *Ray’s Repair* for 30 Years of service in Lake Crystal. We will try to set up a morning meeting with rolls and coffee this week. Also, the “ new resident bags” are also located at LCARC, City Hall and Legacy Home Center. These businesses are getting in touch with the Chamber Office when bags are distributed to new members of the community for additional follow up.
- **Training and Speakers** – tabled at this time.
- **Buddy Members** – The Board of Directors has now selected members of the Chamber to be their “Chamber buddies.” The board will be responsible of keeping in touch with these members, to solicit feedback on how the chamber is doing, and to help keep the other board members up to date by encouraging conversations on a one on one relationship to the team. The board feels the need to raise the level of involvement between its members and the board. Julie will also have a letter of introduction to the “buddy” program in the next newsletter and also sent to our current Chamber members. One of the items discussed during the one on one

conversations will be the Chamber Savers Card. We would like to see if additional businesses would like to participate in this opportunity.

### **New Business:**

- **Golf Tournament-** A contract with The Madelia Golf Course has been signed for an August 4<sup>th</sup> tournament. The meal will be held at The Lakes Sports Bar and Grill. Paul Rynearson and Molly Elder are co-chairs for this function. Molly will be getting posters to Julie for print and distribution this week. Sign up and registration for the event may be done at The Lake Crystal Area Recreational Center, The Meat Market, Loans Lake Crystal, and Insurance Services Plus. A charge of \$30 includes 9 holes of golf and the meal. Carts can be rented from the course on a first come/first serve basis. If additional information is needed, you can contact Molly at 726-6730.
- **Board Committees:** New board members are asked to contribute time to many Chamber functions. The following teams have been set for these upcoming events:
  1. **Golf Tournament-** Molly Elder and Paul Rynearson
  2. **Winning of the Green-** Leslie Johnson, Robert Redman and Amy Gasswint.
  3. **Retail-** Bob Thompson
  4. **Membership-** All Board Members
  5. **Ambassador Group-** Molly Elder and Bob Thompson.
  6. **Member Rewards-** Paul Rynearson and Sandy Hanson.
- **New Board Member-** With the resignation of Tanya Jones, we are seeking a new board member. Two candidates are considering this position. Any other interested parties are asked to call the Chamber office or President Judy Meyer.
- **Membership renewals** – The annual renewals are short by 9 businesses and 2 individuals at this time.
- **Christmas Lights on Main Street** – The change of bulbs and light strings for the holidays was discussed. It has been decided that each business will handle their Christmas lights. Bob Thompson will be getting in the Holiday lights in August at Legacy Home Center and those strings offer rebates through the city. He will offer these lights to the businesses for purchase if they so choose.
- **Candidate forum-** Judy Meyer has brought up the opportunity to do a Candidate forum within Lake Crystal for the upcoming elections and nominees. Bob Thompson has contacted Kent Thiesse, who was very interested in helping with this forum. Additional information will be forthcoming.
- **Bi-Monthly Board Meetings** – A motion was passed to add an additional board meeting each month to be held on the fourth Monday of every month. With many new Board members, we felt that was necessary to have additional time to complete our goals. The Chamber BOD will now meet the 2<sup>nd</sup> Monday of the month at Weggy's and the fourth Monday at The Lakes Sports Bar and Grill. Meetings will continue at 6:00 pm on these evenings.
- **Additional hours for the Chamber Office-** A discussion for additional office hours will take place at the next board meeting ~ Monday July 26<sup>th</sup>. Julie Reed is compiling a list of current office duties and responsibilities for this discussion.

**8:30 am ~ Meeting was adjourned.**

**Next Board Meeting – Monday, July 26th, 2010 The Lakes @ 6:00 PM**

**Dates to Remember:**

**PRO Group meeting - July 20<sup>th</sup> 8:15 am at LCARC**

**Board meeting –July 26<sup>th</sup> at The Lakes**

**Chamber Gold Tournament- Madelia Gold Club- August 4<sup>th</sup> 5:30 pm**

**PRO Group meeting – August 9<sup>th</sup>**

**125<sup>th</sup> Celebration of Lake Crystal Fire Department – August 14<sup>th</sup>**

**Fall City Wide Garage Sale – September 11<sup>th</sup>**