



## Lake Crystal Area Chamber of Commerce, Inc.

### Board of Directors Meeting Minutes June 14, 2010

*the place to be...*

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

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

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

**Committee Reports:** Updates of the promotions committee was given by Judy Meyer.

**Signatures** of New Board Members responsibilities were obtained and placed on file.

#### **Old Business:**

- **Duck Days** –The “Duck for a Buck” raffle tickets have been distributed throughout the Chamber businesses. Any interested parties can contact Julie at the Chamber office to purchase or sell additional tickets.
- **Business After Hours-** Hosts for upcoming BAH events 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 a possible host in the future.

#### **Goals:**

- **Ambassador Group** – Paul Rynearson has asked to be removed as chair for this group. Molly will take over his position. Our new resident bags will now also be available at LCARC and Legacy Home Center.
- **Maps** - The maps are now completed and available at several participating Chamber businesses. Due to the work of Judy Meyer, Molly Elder and Tanya Jones, the Chamber made a profit of \$618.00 on the new maps. Our thanks to the map team!
- **Training and Speakers** – Molly has looked into possibilities of SCC Professors, webinars, and other outlets for upcoming training of Chamber members. She has had little responses from the colleges on participation. Additional opportunities may be forthcoming.
- **Feedback and Surveys** – Results of the surveys taken at the Annual meeting were discussed. The consensus of the board was positive on results. Molly has also used the results of the survey at the PRO Group meeting to share with chamber businesses.

#### **New Business:**

- **Golf Tournament-** Dates for upcoming tournament have been set for August 4<sup>th</sup>. A contract with The Madelia Golf Course has been drawn up, but we have not committed to their facility. We are also looking into the St. James course to find a better price. The meal will be held at The Lakes

this year and a decision was made to eliminate door prizes. We would have prizes as in years past for longest drive, closest to the tee... We have also considered prizes for best foursome attire, team themes ... Paul Rynearson and Molly Elder are heading up this function.

- **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.
- **New Board Member-** With the resignation of Tanya Jones, we are seeking a new board member. Any interested parties are asked to call the Chamber office or President Judy Meyer.
- **Fall Walk of Business/ Shop Locally Campaign** – Susan Gengler has come up with a progressive walk of the Lake Crystal Businesses. This is a great tie in with last years Shop Locally Campaign. Participating members would have a time slot of 15-20 minutes and could choose the topic for discussion. Examples would be: Legacy Home Center 9:30-10:00---What do you need to do to winterize your plants. 10:00-10:30---Dina’s Coffee---Ever wonder what’s so special about those expensive coffees? What’s mocha or a latte? 10:30-10:50---Crystal Seasons---tours @ 10:00/10:45 /11:15... 11:00 –11:20 Deal Chiropractic- Having Back Problems? For the businesses that do not have storefront exposure, Marston Park could display their items. Kroubetz Campers could have a campers, Crystal Graphix could show their vehicle graphics... More information regarding this event will be forthcoming.
- **Membership renewals/ Chamber buddies** – The annual renewals are short by 9 businesses and 5 individuals at this time. Letters will be sent this week to try to solicit their renewal to the chamber. Also, the Chamber office will send out a list of current chamber members to the board. Each board member will select 10-12 members and then become their liaison to encourage chatter between members and the board. Hopefully we can find out what we need to do better, encourage conversations by having a one on one relationship to the chamber “team”, and grow our membership further. We feel the need to encourage a stronger sense of involvement with our members. Julie will send out the list this week asking for responses back by June 22<sup>nd</sup>.
- **Chamber Hours** – Summer hours for the Chamber Office will change to Tuesdays and Thursday 9:00 am – 2:00 pm. This will be posted in the Tribune, the Chamber website, and in upcoming newsletters.
- **Goals- Tabled.**
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**7:30 am ~ Meeting was adjourned.**

**Next Board Meeting – Monday, July 12th, 2010 at Weggy’s 6:00 PM**

**Dates to Remember:**

**Duck Days – June 18<sup>th</sup> and 19<sup>th</sup>**  
**PRO Group meeting - July 6<sup>th</sup> 8:15 am at LCARC**  
**Promotions meeting –June 29<sup>th</sup> at Weggy’s**  
**PRO Group meetings – July 20<sup>th</sup> - 8:15 am @ LCARC**  
**125<sup>th</sup> Celebration of Lake Crystal Fire Department – August 14<sup>th</sup>**