

MINUTES
Grand Rapids Area Chamber
Area Business Committee
Jan, 26th 2012

Members Present: Jim Lamke, John Weber, Len Salmela, Bev Leckie, Lori Dettmer, Craig Bender

Chamber Staff: Kerry Larsen & Bud Stone

APPROVAL OF MEETING MINUTES

Jim Lamke read the minutes from November 2011 to the committee members; Len Salmela made a motion to approve the November 2011 meeting minutes. Bev Leckie seconded the motion. Motion carried. Minutes approved.

ACTION: No further action needed

INTRODUCTIONS

The committee introduced themselves to one another.

ACTION: No further action is needed.

BUDGET FOR 2012:

Bud announced that the Area Business Committee did get an increase in budget for 2012. The committee decided after a lengthy conversation that the same budget will be followed as it was in 2011 evenly dividing \$6,000 between radio and print advertising options and holding the remaining \$3,000 for the future. Bev Leckie from KQDS was asked to bring a proposal to the committee at the Feb. 2012 meeting. The committee would like to include as much media as possible to reach different audiences. Bud and Kerry will call Dan Persons and discuss print ads that will run in the Grand Rapids Herald Review.

ACTION: Bev Leckie will bring a proposal to the Feb. 2012 meeting. Kerry and Bud will call Dan Persons and meet with him before next meeting.

ADS RADIO/PRINT:

The committee discussed ads for radio and print. The committee members came up with several ideas. Some ideas were to make it geared more towards the season and businesses affected at that time of year. Bud and Kerry will call Dan Persons to meet with him and go over the print ads.

ACTION: Kerry and Bud will call Dan Persons and meet with him regarding Area Business Committee ads.

PHONE CALLS:

Committee members made phone calls to committee members that have not been to a meeting in quite some time. Hopefully attendance will increase by making these phone calls and personally inviting them back to the meetings.

ACTION: No further action is needed.

CLING – ONS:

Kerry asked the committee what their thoughts were on reordering cling-ons for Chamber member windows. Kerry has gotten quite a few calls on these. Members like to have these as well as the member cardboard cards that are mailed out each year. Kerry will get the cost of these and have it ready for the Feb. 2012 meeting.

ACTION: Kerry will get the cost of the 2012 cling-ons like the ones that were ordered a few years back.

EVENT DISCUSSION:

The committee members discussed many ideas regarding Krazy Dayz. Why isn't the attendance and business participation as good as in the past? What can they do to increase attendance? What other events can be combined to make increased attendance? How does the committee get other retailers to purchase ad space in the Grand Rapids Herald Review for the event? How can it be made more appealing to businesses and attendees?

The committee came up with the idea to send out a survey to the members through survey monkey. The survey will have a few simple questions about Krazy Dayz. Bud will work on the questions and keep the committee members updated on the survey.

ACTION: Bud will get the questions ready for the survey that will go out to the members regarding Krazy Dayz. Bud will keep the committee updated and seek additional input from committee members.

NEXT MEETING:

The next meeting will be March 29th 2012 at 8:00 a.m. – Chamber Conference Room.

Minutes Submitted by Kerry Larsen - Membership & Tourism Coordinator