

MINUTES
Grand Rapids Area Chamber
Area Business Committee
November 17th 2011

Members Present: Jim Lamke, Kurt Ogle, John Weber, Jeff Lefebvre, Len Salmela, Jason Janesich, Bev Leckie, Cheryl Lemler

Chamber Staff: Kerry Larsen & Bud Stone

APPROVAL OF MEETING MINUTES

Len Salmela made a motion to approve the October meeting minutes. Jim Lamke seconded the motion. Motion carried. Minutes approved.

ACTION: No further action needed

2012 GOALS & MISSION STATEMENT:

The committee went over the 2012 Goals & Mission statement. Mission statement was read and a motion was made by Len Salmela to accept the 2012 Goals & Mission statement as is; Cheryl Lemler seconded. Motion carried.

ACTION: No further action is needed.

2012 ABC BUDGET:

The committee discussed the 2012 budget. After a brief discussion the committee members wanted Bud to request a budget of nine thousand dollars for the committee for 2012. Bud will talk to the Board members at the November meeting next week.

ACTION: Bud will update the committee on the conversation at the Jan. 2012 meeting

ADS – HERALD REVIEW:

The committee was asked to think of ideas for 2012 ads that will run on radio and print. The committee agreed the ads are very effective and would like to continue getting the messages out to the public on what the Chamber does. The committee agreed that the “shop chamber members” needs to continue.

ACTION: No further action is needed.

EVENT DISCUSSION:

The committee discussed Krazy Dayz. The committee would like to possibly combine other events on the same day to increase attendance. Things discussed were: A new name for Krazy Dayz? Contact other sections of Grand Rapids instead of just the downtown area to get more stores/chamber members to participate? Can “Grills Gone Wild” be combined with Krazy Dayz? After a lengthily discussion the committee members decided some phone calls needed to be made to key people that participate in Krazy Dayz. Opinions of these participants are greatly valued. Bud Stone will call Ernie Jacobson, Len Salmela will call Craig Bender & Jean Healy and Cheryl Lemler will call Wendy Green.

ACTION: Bud, Len and Cheryl will let committee members know the results of these conversations at the Jan. 2012 meeting.

NEW COMMITTEE MEMBERS:

Kerry had a list of committee members, for committee members that were present at this meeting, to call upon. The committee members would like to personally invite members to attend the Area Business Committee meetings in 2012. The phone calls are as follows below:

Amy Bier – Northland Portables/Kurt Ogle
Chris Reyerson –Restore/Jim Lamke

Dave Heber/Walmart/Bud Stone
Jean Healy/Mall/Len Salmela
Jean Luken/Cub Foods/Jim Lamke
John Riehle/Shaw/Bev Leckie
Sarah Bignall/Grand Itasca/Cheryl Lemler
Steve Lynch/Business North/John Weber

ACTION: The committee members will give an update at the Jan. 2012 meeting.

NEXT MEETING:

The next meeting will be Jan. 26th 2012 at 8:00 a.m. – Chamber Conference Room.

Minutes Submitted by Kerry Larsen - Membership & Tourism Coordinator