

MINUTES
Grand Rapids Area Chamber
Area Business Committee
December 31st 2009

PRESENT: Derek Rolle, Len Salmela, Cheryl Lemler, Mike laizzo, Lauri Gomez, Steve Lynch

STAFF: Kerry Larsen & Bud Stone

Derek Rolle called the meeting to order at 8:00 a.m.

NOVEMBER 24th MINUTES: Len Salmela made a motion to approve the November 2009 Minutes; Mike laizzo seconded; motion carried.

ACTION: No further action is needed.

NEW COMMITTEE MEMBERS: The committee members discussed new committee members. Sarah Bignall and Katie Henriksen are planning to join the committee.

ACTION: No further action is needed.

ADS FROM GRAND RAPIDS HERALD REVIEW: The committee viewed the Grand Rapids Herald Review ads. The committee gave a few more ideas to Steve. Steve will continue to email Kerry and Bud the ads for viewing before print.

ACTION: No further action is needed.

BUSINESS CARD IDEA: The committee members viewed the example of the Business Card for the Business Card Idea project. After a brief discussion the committee members agreed to add the word "Strong" after six hundred members and to change six hundred to five hundred fifty.

ACTION: Cheryl Lemler made a motion to approve the business card with these changes; Len Salmela seconded; Motion carried. Bud will send out a RFP or personally go talk to each printer to see if they would like to print this project at a very low cost or for free. Bud will let the committee members know at the Jan. meeting.

2010 GOALS & MISSION STATEMENT: The committee approved the 2010 Goals and Mission statement.

ACTION: Laurie Gomez made a motion to approve the 2010 Goals & Mission statement; Mike laizzo seconded; Motion carried.

BUDGET FOR 2010: The committee members discussed briefly the budget for 2010. The committee was reminded that the ABC committee had a budget of nine thousand dollars. The committee members agreed to use part of the budget for KOZY/KMFY and Grand Rapids Herald Review as planned. The committee feels the additional \$3,000 can be allocated later as other opportunities emerge. For example, if another advertising member joins the committee and they have a great promotional idea that this money could be used for that. They will allocate the monies as needed.

ACTION: No further action is needed

SPEAKERS FOR 2010: The committee members discussed speakers for 2010. The speakers will be as follows:

Jan. 2010 – Dale Adams – Mayor of Grand Rapids / Derek will call
Feb. 2010 – Tom Pagel – City Engineer / Bud will call
March 2010 – Jim Hoolihan – Blandin Foundation/ Bud will call
April 2010 – IEDC – Bud will call

ACTION: May – December will be chosen at a later date. The committee members will arrange speakers for the month they volunteered for. They will let Kerry know when confirmed.

NEXT MEETING: The next meeting will be Jan. 28th 2010 Chamber of Commerce Conference Room – 8:00

a.m.

MEETING ADJOURNED

Submitted by Kerry Larsen, Membership & Tourism Coordinator