

MINUTES
Grand Rapids Area Chamber
Area Business Committee
Feb. 25, 2010

Members Present: Katie Henriksen, Cheryl Lemler, Jason Janesich, Len Salmela, Sarah Bignall, Steve Lynch, Lauri Gomez

Guests: Tom Pagel, Grand Rapids City Engineer

Chamber Staff: Bud Stone

Call to Order by: Bud Stone at 8:05 a.m.

Minutes: Bud Stone called for a motion to approve the Jan. 28, 2010 ABC meeting minutes. A motion to approve the minutes as presented was made by Len Salmela and seconded by Katie Henriksen. Motion passed.

Action: None

Guest Speaker Tom Pagel: Tom brought the committee up to date on the two major City projects for the summer of 2010. The first one is the realignment of the 3rd Avenue Northeast railroad crossing and the extension of Canal Street to 7th Avenue Southeast. The second is the construction of the new bike trail north and south of the river which runs under 7th Ave. Southeast and extends to the current snowmobile/pedestrian bridge over the river and into the VFW Park and north to the Sports Complex. Other shorter segments will also be done which will connect other parts of the City's trail system. All totaled, there are about 60 miles of trails within the City limits. Tom also talked about the South Highway 169 rebuild and the effectiveness of the roundabouts on 7th Ave. SE and 10th Street W.

Action: Tom and Bud will contact Senator Saxhaug and Representative Solberg about the availability of grant money for relieving the impact of the South Highway 169 Project on local businesses along that corridor in 2012.

Herald Review Ads: Steve Lynch presented the committee with the new ads he had created. The Marketing Taskforce, comprised of Sara Bignall, Lauri Gomez and Katie Henriksen, had some suggestions for some changes. The 3/50 Project was also discussed and the committee decided that the ABC should be a partner with the Herald Review in this endeavor. A motion was made by Cheryl and seconded by Lauri to participate in the 3/50 Project as a partner with the Herald Review. Motion passed.

Action: Steve collected e-mail addresses from the Marketing Taskforce and will consult with them regarding the suggested changes prior to running the new ads. He will also work with them to create new ads that are brief, to the point and easy to read. Steve will also talk to one of the writers at the Herald Review regarding writing an article about the 3/50 Project so that the public has an idea of what it is about.

Business Cards: Bud reviewed the ABC Promotional Business Card Project with the committee. To date, four Chamber Member Printing Companies are participating. They are Minuteman Press, North Star Publishing and Design, Treasure Bay Printing and W.A. Fisher. The cards were distributed to the committee members.

Action: ABC cards will be distributed to other committee members and chamber members. Bud will send out an e-mail outlining the ABC Business Card Project and chamber members can pick up the cards at the Depot. Bud will also contact Presto Print again to see if they want to participate.

Opening Fishing BBQ: Bud went over the Duties Sheet for the 2010 BBQ with committee members. Duties not the responsibility of Chamber Staff are as follows:

Community Event Banners- Len and Mike

Live Music- KOZY with Lauri Gomez as a back-up

Sawmill Inn- Len

Coupons- Len and Mike

Moon Walk Management- Ambassadors

Action: Bud and Kerry will follow through with the other duties and contact the Ambassadors to see if they will monitor the Moon Walk activities. They will also follow-up on the newly assigned responsibilities listed above.

New Business: Grand Itasca is participating, and has a booth, at the Northwest Sport Show in Mpls. between March 24, 2010 and March 28, 2010. Sarah indicated that they would take both Walleye Classic materials and Chamber Member Directories with them to hand out during the show.

Action: Bud will let Kerry and Renee know of this opportunity and direct them to work with Sarah on getting the materials ready.

Meeting Adjourned at 9:10 by Bud Stone

Minutes Submitted by Bud Stone, Chamber President