

MINUTES
Grand Rapids Area Chamber
Area Business Committee
April 29th, 2010

Members Present: Katie Henriksen, Cheryl Lemler, Len Salmela, Derek Rolle, Sarah Bignall, Steve Lynch, Craig Bender, Jason Janesich,

Guests: Jim Hoolihan – Blandin Foundation

Chamber Staff: Bud Stone & Kerry Larsen

March 2010 Minutes: Derek Rolle called for a motion to approve the March 2010 ABC meeting minutes. Cheryl Lemler made a motion to approve the March minutes; Len Salmela seconded; Motion carried.

Action: No further action needed.

Guest Speaker – Jim Hoolihan: Jim Hoolihan from the Blandin Foundation visited with the Area Business Committee. Jim explained that the Blandin Foundation is an independent, private foundation. It is our state's largest rural-based and rural-focused foundation. It was founded in 1941 by Charles K. Blandin. The Blandin Foundation's mission is to strengthen communities in rural Minnesota, especially the Grand Rapids area, with the vision of healthy rural communities grounded in strong economies where the burdens and benefits are widely shared. To do this, the Blandin Foundation engages in three types of work: grant-making, community leadership development and public policy programs. Jim updated the committee on the foundation's current projects. Jim expressed how thankful he is to have the relationship between the foundation and the Chamber of Commerce.

Action: No further action is needed.

Speakers for May – June 2010: Next month Sarah Bignall will check and see if Mike Youso from Grand Itasca & Hospital can speak to the committee members on May 27th 2010.

Action: Sarah will let Kerry know as soon as possible.

350 Project: This is a program that was designed to help businesses in these tough economic times by encouraging people to spend money. The claim is that if half the employed population of America spent fifty dollars a month in a locally owned business it would generate \$ 42.6 billion in annual revenue. The committee was thinking about participating in this program at one time. After a brief discussion the committee decided this was something that will be postponed.

Action: No further action is needed.

Herald Review Ads: Kerry showed the committee members the ads in the Grand Rapids Herald Review. After a brief discussion Kerry will email all the ads waiting to run to the marketing subcommittee. The marketing subcommittee will look at the ads and make the actual changes. Sarah Bignall volunteered to take the lead on these ads. Sarah has some great ideas to share with the committee and is willing to make these changes.

Action: Kerry will email the marketing sub-committee the ads from Steve to make the actual changes on the ads for the Grand Rapids Herald Review. Once Sarah has made the changes she will email these to Kerry. Kerry will give these ads to the Grand Rapids Herald Review to run.

Opening Fishing BBQ: Kerry went over the duties with the committee. Almost everything is completed. Kerry will make sure all the prizes are picked up or dropped in time for the BBQ. Mike Iazzo

informed the committee that his friend Denny Perrault has volunteered his DJ services for the Opening Fishing BBQ. Mike asked to make sure that Denny gets recognition for the services in all the advertising for the Opening Fishing BBQ. Kerry is still looking for volunteers for the Rapids Rental kid's jumpy thing. The volunteers will help the children in and out of the jumpy thing safely and in an organized fashion. The committee wanted Bud to call a resort and see if he can get a resort stay to give away at the Opening Fishing BBQ. The resort that donated the give away last year is no longer a member.

Action: Kerry will continue working on the Opening Fishing BBQ. Kerry will make sure Denny Perrault gets recognized for his volunteered services. Bud will call a chamber member resort to see if he can get a resort give away for the Opening Fishing BBQ.

Minutes Submitted by Kerry Larsen - Membership & Tourism Coordinator