

MINUTES
Grand Rapids Area Chamber
Area Business Committee
May 27th, 2010

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

Chamber Staff: Bud Stone & Kerry Larsen

April 2010 Minutes: Derek Rolle called for a motion to approve the April 2010 ABC meeting minutes. Len Salmela made a motion to approve the April minutes; Katie Henriksen seconded; Motion carried.

Action: No further action needed.

Herald Review Ads: The committee members discussed the ads for the Grand Rapids Herald Review that Sarah Bignall graciously made changes to. After a lengthy discussion the committee decided that a definite banner would be attached to each of the Area Business Committee ads. This banner will read "The Right Place to Do Business" with the Chamber Logo. Three ads were approved to run now. These were the Fireman ad, The Wanted ad & the ad with the little girl. Sara Bignall will take the other ads and attach the banner to each one and email them to Kerry. Sara also gave other ads with suggestions and ideas for Steve to take for future ads if wanted. Steve will send Kerry the Krazy Dayz ad to start viewing and making appropriate changes.

Action: The committee members will continue to discuss ads as needed. Kerry will make sure all ads get to the appropriate people and according to given deadlines.

OPENING FISHING BBQ: The committee members discussed the success of the Opening Fishing BBQ. All committee members felt this was a well-attended event. The weather played a big part in it. A committee member was concerned that the Opening Fishing BBQ coupons were down this year. Len Salmela mentioned it would be nice to have a comparison of the number of coupons turned in 2010 compared to 2009.

Action: No further action needed.

KRAZY DAYZ: The committee discussed Krazy Dayz and how they need to work on the ad before and at the June meeting. The committee discussed how more Chamber members could participate? Do they know they can? What can the committee do to help grow this community event? After a brief discussion the committee decided to possibly send an email out to all the members reminding them of the event and they can participate by contacting the City. Bud will call Jeff Davies to see if an email can go out to the members using the City as a contact. The committee wanted to make sure that the KAXE event & downtown arts fair is incorporated in all advertising. The committee feels it's important to tie in as many events to Krazy Dayz as possible to make this a successful event.

Action: Bud will call Jeff Davies and find out if he minds Bud sending an email using the City as a contact for Krazy Dayz.

Speakers for June - December 2010: Mike Youso from Grand Itasca Clinic & Hospital cannot make it to the committee meeting to speak until July or August. Since the committee does not have a meeting in July Sarah Bignall will have him come in August. Derek will call Terry Weber and see if he would like to come and speak at the meeting in June.

Action: Sarah will confirm with Mike Youso that he will be at the August meeting. Speakers will continue to be discussed as needed.

Minutes Submitted by Kerry Larsen - Membership & Tourism Coordinator