

MINUTES
Grand Rapids Area Chamber
Area Business Committee
April 28th 2011

Members Present: Jason Janesich, Cheryl Lemler, John Weber, Craig Bender, Jim Lamke, Len Salmela, Bev Leckie
Ron Oleheiser

Chamber Staff: Kerry Larsen & Bud Stone

Guest: Shannon Benolken

March 2011 Minutes:

Jason Janesich called for a motion to approve the March 2011 ABC meeting minutes. Len Salmela made a motion to approve the March 2011 minutes with amending Jim Lamke's last name. It was spelled Lemke instead of Lamke in the March minutes; Craig Bender seconded; Motion carried.

Action: Kerry will make this correction to the March minutes.

Guest Speaker – Shannon Benolken

Shannon visited with the committee and updated the members on the Governor Fishing Opener. A Free community picnic will be held on May 13th at the IRA Civic Center and Shannon is expecting the BBQ will serve four thousand people. Many other activities are starting on Thursday continuing through Saturday evening. Some events are closed to public and some are not. There will be many family and children activities on the community picnic grounds, a welcome program and media interviews. Shannon did ask for volunteers to help sell tickets for the crestliner boat. More fishing hosts are desperately needed as well. Shannon would like the committee members to spread the word if they know of anyone that can be a fishing host. Shannon also mentioned that if anyone wanted to volunteer at any of the events to call Karla at Grand Organic and get signed up. They will gladly take more volunteers.

ACTION: No further action needed

Speakers for 2011:

The committee has Dan Chase attending the June meeting and Tom Pagel will be attending the July meeting. September – December will be discussed at the next meeting.

ACTION: No further action is needed.

E-Fairness Effort:

The E- Fairness Effort conversation was tabled until the May meeting. The committee would like Bud to explain more on what this consists of. Jason Janesich did explain to the members that Bud was bringing this topic to the Government Affairs committee as well.

ACTION: This will be discussed at the May 2011 meeting and the committee was hoping Bud will have an update from the Government Affairs Committee.

Krazy Dayz:

The committee members discussed Krazy Dayz once again and how they can improve the event. Craig and Len will continue to talk with business owners to see if they have any ideas or would like to be involved. Craig will talk with Jean Healy and Wendy Green yet and Len Salmela will talk with Linda Budrow and Shops of Distinction. Craig had a brief conversation with Ernie Jacobson. The committee members will invite downtown business owners to the next meeting to try and get more people involved. What can the committee tie in with Krazy Dayz? Ideas were talked about and ideas were given. The committee members asked the Grand Rapid Herald Review to bring the ad that has ran in the paper last year. Bev Leckie is going to check into possibly getting kid's activities downtown. All committee members felt if they could get more kids activities that it would draw in more people. The committee needs to check with Mac Rostie Art Center to confirm that they plan on having the Art Fair at the same time. This topic will be put on the agenda in May to continue to work on improving Krazy Dayz.

Action: Len and Craig will continue to talk with the business owners, Ron will bring the previous ad to the meeting and Bev Leckie will have an update on the kid's activities.

Events – Craig:

Craig wanted to talk with the committee about advertising events for non chamber members. Craig felt this is something the Chamber could explore and wanted to have other committee member's opinions.

Craig feels that the Chamber should be more flexible on advertising certain events that bring money into the community for Chamber member businesses. Craig wanted to just bring it up to the group to think about if this is something the Chamber should explore? Could there be an application process? Could there be certain criteria? After a brief discussion the committee members decided to put this on the agenda for May for further discussion to see if this is something to pursue.

ACTION: This will be discussed at the May meeting.

Next meeting: The next meeting will be May 26th 2011 at 8:00 a.m. – Chamber Conference Room.

Minutes Submitted by Kerry Larsen - Membership & Tourism Coordinator