

**MINUTES**  
**Grand Rapids Area Chamber**  
**Area Business Committee**  
**June 30, 2011**

**Members Present:** Jim Lamke, Kurt Ogle, Katie Benes, Craig Bender, Len Salmela, John Weber, Suzie Best, Ron Oleheiser, Jason Janesich

**Chamber Staff:** Renee Thompson & Bud Stone

Jason called the meeting to order and asked for a motion to approve the May 26, 2011 meeting minutes.

**APPROVAL OF MEETING MINUTES**

Len made a motion to approve the May 26, 2011 meeting minutes. Craig seconded the motion. Motion carried. Minutes approved.

**ACTION:** No further action needed

**EVENTS PROMOTION**

The committee engaged in conversation regarding whether the Chamber should take on the role of advertising for annual, onetime events at no charge. If so, what would the criteria be?

After lengthy discussion, the committee came up with the following guidelines:

- The event is an Annual Event;
- The event is not a fundraiser;
- Event promotes tourism;
- Event does not have any paid staff.

The committee also talked about the “Event” filling out an Event Application at least 90 days prior to the event that the committee would review and decide if the event fit the criteria for the Chamber to promote that event.

The committee did not finalize anything and will continue devising the criteria at future committee meetings.

**ACTION:** This item will be discussed again at the August meeting.

**KRAZY DAYZ:**

The committee discussed Krazy Dayz and if the Chamber should continue to support advertising the event.

Katie informed the committee that the MacRostie Arts Center will not be having their Art Fair this year. Bud mentioned that the KAXE Riverfront Festival has been changed to a different weekend.

Bev was not present at the meeting to give an update on kid’s activities.

Ron presented the committee with a sample ad that could run if the committee decides to continue

advertising Krazy Dayz.

Craig made a motion to provide support advertising for Krazy Dayz. John seconded the motion. Motion carried.

**ACTION:** Ron will provide an ad proof to Kerry before running the ad and Bud will send it out to the Chamber Members so they can prepare to participate.

**E-FAIRNESS**

Bud informed the committee that the Government Affairs Committee has not met since the last ABC meeting so he does not have any feedback from the Government Affairs Committee for them to discuss.

**ACTION:** This item will be discussed and added as an August agenda item.

The next meeting will be July 29, 2011 at 8:00 a.m. in the Chamber Conference Room.

Jim made a motion to adjourn. Len seconded the motion. Motion carried. Meeting adjourned

Minutes Submitted by Renee Thompson – Administrative Assistant & Finance Coordinator