

**MINUTES**  
Grand Rapids Area Chamber  
Area Business Committee  
November 24<sup>th</sup> 2009

**PRESENT:** Derek Rolle, Len Salmela, Cheryl Lemler, Mike laizzo, Craig Bender, Lauri Gomez,

**STAFF:** Kerry Larsen & Bud Stone

Derek Rolle called the meeting to order at 8:00 a.m.

**OCTOBER 2009 MINUTES:** Len Salmela made a motion to approve the October 2009 Minutes; Mike laizzo seconded; motion carried.

**ACTION:** No further action is needed.

**ADS FROM GRAND RAPIDS HERALD REVIEW:** The committee viewed the Grand Rapids Herald Review ads. The committee then discussed the effectiveness of the ads. The committee feels both radio and paper ads are effective. The ads are changed as needed.

**ACTION:** No further action is needed.

**BUSINESS CARD IDEA:** A few ideas for the business card project were passed around. The committee needed a base so they could start thinking about how they want these cards to look. The committee discussed different ideas on how they thought these could be used. Should one card be made and have it universal for chamber members and non-chamber members? Should two cards be made for chamber members and one for non-chamber members. The committee members wanted Kerry to email out the drafts so thoughts, additions and or changes can be made. The committee members were asked to bring their ideas to the December 31<sup>st</sup> meeting.

**ACTION:** Kerry will email out the drafts to the committee members.

**2010 GOALS & MISSION STATEMENT:** The committee members discussed the Mission Statement & Goals. Bud gave each committee member a handout from the board retreat that included what the Board of Directors would like to see with this committee. Several suggestions and directions were given for the committee. The committee members decided to add another goal. This will be:

- **To involve additional volunteers and committee's to promote the Chamber to the community and its members**

The committee members thought this will give them an area that can be opened up in many different ways. Some committee members thought that by recruiting some new members for the committee it will bring a fresh perspective along with some different methods of doing things, more creativity, and other ideas. The committee decided to keep the name the same and concentrate on how they can reach out to the community more and its members. The members asked if Lauri Gomez would like to be on the ABC committee and two other suggested members were given. These are Sarah Bignall and Katie Henriksen. Derek Rolle will call Sarah Bignall and Mike laizzo will talk with Katie Henriksen.

**ACTION:** Kerry will add the one goal to the Area Business Committee. Cheryl Lemler made a motion to make the change to the Area Business Goals; Mike laizzo seconded; Motion carried. Derek Rolle will talk with Sarah Bignall and invite her to the December meeting. Mike laizzo will talk with Katie Henriksen and invite her to the December meeting as well. Derek and Mike will let Kerry know if they would like to join the committee so their emails can be added as soon as possible.

**2010 CHAIR:** Derek Rolle volunteered to be chair for 2010 again.

**ACTION:** No further action needed.

**BUDGET FOR 2010:** The committee members discussed briefly the budget for 2010. The committee has a budget of nine thousand dollars. The committee members agreed to use part of the budget for KOZY/KMFY

and Grand Rapids Herald Review as planned. The committee feels the additional \$3,000 can be allocated as they see fit. Meaning if another advertising member joins the committee and they have a great promotional idea that this can be used for that. They will allocate the monies as needed.

**DISCUSSIONS:** Brief discussion took place of the following:

- Gov. 2011 BBQ
- Website
- Membership Committee – Cheryl Lemler asked about the membership committee response. Does the business that is interviewed give concerns and suggest ideas regarding the Chamber. Kerry explained we follow up with the suggestions and concerns as given. Lauri Gomez suggested maybe changing a question to “Give an example of when the Chamber has worked for you.” in hopes of getting more input from the businesses being interviewed. These answers could possibly give the Area Business Committee more direction on getting the members more involved. What do they need? What do they want?

**ACTION:** No further action is needed

**NEXT MEETING:** The next meeting will be December 31st 2009, Chamber of Commerce Conference Room – 8:00 a.m.

**MEETING ADJOURNED**

Submitted by Kerry Larsen, Membership & Tourism Coordinator