

MINUTES
Grand Rapids Chamber of Commerce
Area Business Committee
July 26th, 2007

Present: Jean Luken, Steve Lynch, Craig Bender, Mike Iaizzo, Len Samela, Jason Janesich, Lila Crowe, Regina Hill

Chamber Staff: Kerry Larsen & Bud Stone

The Meeting was called to order by Len Salmela

APPROVAL OF MINUTES:

Jean Luken made a motion to approve the June minutes; Craig Bender seconded; Motion carried.

ACTION: No further action is needed.

HERALD REVIEW FLIERS:

The committee viewed fliers that the Herald Review inserts in the newspaper. These consisted of the Krazy Dayz ad and the upcoming August calendar of events. The committee discussed how advertising could possibly be improved for next year. Suggestions were: Special rates from advertisers? A bigger section purchased in the paper for more advertisements? Talk to businesses earlier to get more participation?

ACTION: Steve Lynch will bring a proposal to the next meeting with ad specials and rates possibly for next year

NICK LIVE UPDATE:

The committee discussed the Nick Live show. The committee agreed it was a great opportunity for Grand Rapids to have this coincide with Krazy Dayz. The committee expressed how the exposure for Grand Rapids was a good thing as well. Mike Iaizzo suggested possibly doing something the night before. Mike felt with everything already set up it could be an opportunity to expand and start the festivities on Friday. Mike will check into this further and let the committee know. The committee members are hoping the Nick Live Show will take place again next year coinciding with Krazy Dayz. The committee members discussed sending thank you letters to Paul Bunyan, City of Grand Rapids, Police Department, Police Cadets/volunteers and Lila Crowe.

ACTION: Bud will work on the thank you letters and call upon committee members as needed to help.

FOOD VENDOR UPDATE

Lila & Regina updated the committee members on how the non-profits succeeded with their food fund raising efforts. Lila said all non-profits were very happy with their outcomes. Lila is sure all will participate again next year if given the opportunity. Lila did mention she felt more seating/benches needed to be accessible. Lila felt people would of even stayed longer if they could have sat down to relax or visit. Lila will talk to the City about this for next year. Lila did give an update on Showboat and the changes that have taken place. Lila encourages everyone to attend.

ACTION: No further action is needed.

ABC BUDGET:

The committee members went through the budget and looked at expenses and income. The committee decided this budget has been working and will continue with this plan. The committee members also agreed changes can be made as needed.

ACTION: No further action is needed.

OTHER:

The committee members briefly discussed shoplifting wondering if the crime seems to be increasing or decreasing. Some business owners feel it has increased. Discussion took place on what steps could possibly be taken to decrease it.

ACTION: No further action is needed.

NEXT MEETING: The next meeting will be August 30th 2007 at 8:00 a.m., Chamber Conference room.

Meeting adjourned