

**MINUTES**  
Grand Rapids Area Chamber  
Area Business Committee  
October 29<sup>th</sup> 2009

**PRESENT:** Derek Rolle, Ralph Carlson, Len Salmela, Cheryl Lemler, Suzie Best, Mike Iaizzo,

**STAFF:** Kerry Larsen & Bud Stone

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

**SEPTEMBER 2009 MINUTES:** Cheryl Lemler made a motion to approve the September 2009 Minutes; Len Salmela seconded; motion carried.

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

**OPEN DISCUSSION:**

The committee had a lengthy conversation regarding the 2010 Area Business Committee and its possible changes. Bud read comments that were made during the Board Retreat on how the Board feels about this committee and the direction they would like to see it move into in 2010. Should this committee be more of a Public Relations/Marketing committee? Name Change? New committee members? The committee members expressed their concerns and past experiences with other committee members. The committee did agree that the first step would be to try and recruit new people to the committee.

Who could help bring that Public Relations/Marketing to the committee? Bud suggested for the committee members to think about who could play that role for the committee. The committee does have a nine – thousand dollar budget for 2010. The committee discussed the Business Card idea. The committee feels this is a great idea and will move forward with the idea. The 2010 Mission & Goals will be talked about at the November meeting.

**ACTION:** Bud will make a draft up of the suggested business card and email it out to the committee members for viewing. Bud will also send out RFP's to all the businesses that may want to print these cards. Bud will have more information at the November meeting.

**NEXT MEETING:** The next meeting will be November 24<sup>th</sup> 2009, Chamber of Commerce Conference Room – 8:00 a.m.

**MEETING ADJOURNED**

Submitted by Kerry Larsen, Membership & Tourism Coordinator