

MINUTES
Grand Rapids Area Chamber
Area Business Committee
September 24th 2009

PRESENT: Derek Rolle, Steve Lynch, Len Salmela, Cheryl Lemler

STAFF: Kerry Larsen & Bud Stone

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

AUGUST 2009 MINUTES: Len Salmela made a motion to approve the August 2009 Minutes; Steve Lynch seconded; motion carried.

ACTION: No further action is needed.

OPEN DISCUSSION: The committee members had a lengthy conversation on various items. One of the discussions that took place was creating a chamber buck flier. This flier will be simply a flier that can be hung in the chamber member business mentioning Chamber Bucks are accepted here. This flier is a promotional item that will help people remember to buy our chamber bucks for x-mas, birthdays or any holiday/occasion. Business cards were discussed as well. This could be another promotional item that members can utilize. Members can use these cards to leave at chamber member businesses to show members are doing business with other members. These can also be used to encourage non-members to join by showing the non-members that Chamber members have been in their establishment. The committee feels this would be a great asset to have for the membership. Steve mentioned to the committee he would run one ad per week starting October 15th 2009 through December 15th 2009 as space allows. The budget for these ads is \$375. An additional \$375 will be spent with KOZY/KMFY during the same time period.

ACTION: Bud will get RFP's for this business card idea. More information will be given at the next meeting. Kerry and Bud will make the chamber buck flier. When its completed Bud will send it out to the membership and encourage members to display the flier.

NEXT MEETING: The next meeting will be October 28th 2009, Chamber of Commerce Conference Room – 8:00 a.m..

MEETING ADJOURNED

Submitted by Kerry Larsen, Membership & Tourism Coordinator