

MINUTES

BOARD OF DIRECTORS Grand Rapids Area Chamber of Commerce October 26, 2009

Present: Margie Ritter, June Johnson, Gary McInerney, Brandon Sharp, Dave Leveille, Amy Trast, Cheryl Lemler, Greg Chandler, Jane Bymark, David Marty, Mike Iaizzo, Peggy Schagh

Incoming board members: Roger Mischke, Diane Skelly, Kristina Clark, Leigh Lonson

Absent: Chad Simons, Sholom Blake, Megan Christianson, Kim Jamtgaard, Lisa Randall, Jake Goering, Sherry Frick

Chamber staff: Bud Stone, Renee Thompson

Guests: Marla Beaty

Margie called the meeting to order and asked if there were any additions to the agenda. Hearing none, Margie then asked for a motion to approve the agenda.

Gary McInerney made a motion to approve the agenda. June Johnson seconded the motion. Motion carried. Agenda approved.

APPROVAL OF MEETING MINUTES

Margie asked for a motion to approve the September 28, 2009 meeting minutes.

Greg Chandler made a motion to approve the September 28, 2009 meeting minutes. Amy Trast seconded the motion. Motion carried. Minutes approved.

After the board meeting minutes were approved, Margie asked for a motion to approve the board retreat meeting minutes from September 28, 2009.

Dave LaVeille made a motion to approve the board retreat minutes from September 28, 2009. Gary McInerney seconded the motion. Motion carried. Minutes approved.

ACTION: No further action necessary.

FINANCIALS

Bud reviewed the September 2009 financials with the board members.

Brandon asked why the non-dues balance was so high. Renee explained that most of them are because she recently billed for the 2010 Member Directory.

David Marty made a motion to accept the September financials. Greg Chandler seconded the motion. Motion carried.

ACTION: No further action necessary.

2010 BUDGET REVIEW

Bud reviewed the 2010 proposed budget and asked the board members for some suggestions on how to balance it.

Margie informed the board that she had discussed with Bud the option of collecting money at the Chamber luncheons to fund the scholarships. It would be "free will" collection.

After board discussion, Brandon suggested removing the lobbyist for 2010, reducing the ABC budget to \$9000, make a scholarship fund as discussed and increase building management. Gary made a motion to approve the budget with the stated changes. June Johnson seconded the motion. Motion carried.

ACTION: Renee will make the above stated changes to the 2010 budget.

BOARD RETREAT REVIEW

Margie explained to the board that she, Bud and Renee reviewed the board retreat results and came up with two reoccurring themes.

One theme was public relations and the other was succession planning.

Discussion took place about adding public relations duties to the ABC. Greg Chandler suggested that the Executive Committee take responsibility for coming up with a succession plan.

ACTION: Bud will have the ABC committee discuss adding public relations to their goals.

BRANDING

Margie showed the board a draft copy of the 2010 Member Directory where the Branding logo was added as a sub-logo.

Margie had the board review the website of a chamber showing how they used their brand logo as a sub-logo.

After board discussion, Brandon made a motion to continue to use the brand logo as a sub-logo and re-look at the option to incorporate the brand logo into the Chamber's logo in a year. Dave Leveille seconded the motion. Motion carried.

ACTION: No further action necessary.

BIG BROTHER

Kerry went through the big brother assignments.

ACTION: Kerry will continue to set up these assignments as new members join.

WEBSITE UPDATE

Margie informed the board that the Chamber's website is quite old and that she feels it should be updated to meet today's trends.

It was suggested that an email be sent out asking for volunteers to help design a new website.

There were some concerns regarding the other websites that come up when googling "Grand Rapids Area".

ACTION: This item will be discussed again at a future board meeting.

NEXT MEETING:

The next board meeting will be at 11:30 a.m. on Monday, November 30, 2009 at Timberlake Lodge.

Mike laizzo made a motion to adjourn. Brandon Sharp seconded the motion; motion carried.

Meeting adjourned.