

**Vicksburg Area Chamber of Commerce Minutes**  
March 12, 2007

Meeting called to order at 6:00 by President Kent McCauley.

**Roll Call:** Gary Gray, Dan Bialas, Harry Conant, Joanne Craddock, Kent McCauley in attendance. Lee Mortimer and John Farrand not present.

**Minutes:** Motion by Joanne Craddock, seconded by Gary Gray to approve meeting minutes dated 1/8/07 and 2/12/07. Motion carried.

**Presentations:**

There were no scheduled or public presentations.

**Reports:**

**Treasurer's Report:** Lee had prepared the Treasurer's Report and Kent went over it. We have a total current balance of \$9,213.62. If we subtract everything from the Ice Festival, we have a working balance of \$6,724.84. Lee suggests setting up a different account with the Ice Festival proceeds to fund some of our goals. The Finance Committee will discuss this further.

**Marketing Report:** Joanne Craddock will ask Total Market Strategies to come to next month's meeting to do another presentation for the Visitor's Guide/Community Directory since we are almost out.

**Membership Report:** the Membership Committee presented the American Cancer Society for approval. Joanne Craddock motioned to approve the American Cancer Society, seconded by Harry Conant. Motion passed. Welcome American Cancer Society.

**Events Report:** no report

**Economic Growth-** Kent McCauley discussed that a local businessman has purchased the old bowling alley and will be putting in a drive-in diner there. The new owner has some great ideas.

**Old Business:**

President Kent McCauley appointed Laura Howard, Lee Mortimer, Joanne Craddock, Gary Gray and himself as the Nominating Committee for this year.

The Nominating Committee presented Joanne Craddock to fill the position of secretary that is currently vacant. Motion by Kent McCauley, seconded by Dan Bialas to approve Joanne. Motion carried.

The Nominating Committee presented Joel Nelson to fill one of the vacant board member positions. Motion by Dan Bialas, seconded by Gary Gray to approve Joel. Motion carried. Welcome Joel.

Joanne Craddock reminded everyone that there will be a free Identity Theft Seminar held Tuesday, March 20, 2007 at 7:00 pm at the Community Center. Officer David Eichaker of the Vicksburg Police Department will be the presenter. Chamber members and general public are welcome.

Carol Higgins from the Commercial-Express came to discuss our "official newsletter". The Commercial can do basically the same thing we had in the Portage Gazette. After discussion, Dan Bialas made a motion to move our official newsletter from the Portage Gazette to the South County Commercial-Express. Joanne Craddock seconded the motion and the motion carried. We will draft a letter to the Portage Gazette thanking them for their help getting

it going, but that we will not renew with them. Chris Klok also agreed to help put together the copy for the newsletter. The Commercial-Express newsletter will begin this month with a deadline of 3/27/07 at 5:00, to be out 3/30/07. It will be done the last publication of each month. The Chamber gave Carol the go ahead to discuss it with the past advertisers.

### **New Business:**

Chris Klok from Unique Furnishings & Other Stuff, a charter member, asked if there was a way the Chamber could help support Felpausch to get Corporate Felpausch to build a new store or expand in Vicksburg. The Chamber will draft a letter to Felpausch supporting a new store or expansion. Great idea- thanks Chris.

Chris Sherburn from TC Gallery Custom Stained Glass, a charter member, was in attendance and brought some questions and discussion to the table. Chris' feedback is appreciated and we welcome member feedback and input at any time. We will post our goals on our website. We encourage attendance to our meetings as well as input at any other time. Chris also mentioned a new website promoting Vicksburg that we may want to link to, [www.vicksburg-michigan.com](http://www.vicksburg-michigan.com). Thanks for your input Chris.

Jessica Klok suggested that we add a blog to our website which may solicit more feedback from our members and that we print our meeting date and location as well as any special speakers in our official newsletter. Great ideas Jessica- thanks.

We would also like to thank Lisa Robertson for all her work as a board member and the board secretary. Her time commitment and dedication did not go unnoticed and she will be greatly missed as a board member.

### **Announcements:**

Next meeting April 9, 2007 at 6:00 pm at Main Street Pub.

Reminder of the ID theft seminar Tuesday, March 20<sup>th</sup>.

Meeting adjourned at 7:35 pm.

*By Secretary Joanne Craddock*