

Vicksburg Area Chamber of Commerce Minutes
May 14, 2007

Meeting called to order at 6:00 by Vice President Gary Gray.

Roll Call: Gary Gray, Dan Bialas, Joanne Craddock, Joel Nelson, John Farrand, Lee Mortimer and Charles Zanayed present. Kent McCauley and Harry Conant not present.

Minutes: Motion by Lee Mortimer, seconded by Joanne Craddock to approve meeting minutes dated April 9, 2007. Motion carried.

Presentations:

Celeste Statler of Total Market Strategies discussed doing a new Visitor's Guide/Community Directory. There is about a 3% increase for the ads. With our approval they will move forward in handling things the same way they did last year. We discussed a Chamber member discount and she'll run some figures on that. The Chamber also asked Celeste to quote on 5,000 quantity instead of 3,000. Joanne will be the direct contact for the Chamber.

Reports:

Treasurer's Report: Lee prepared the regular Treasurer's Report and a Special Report. The income to date on the Special Treasurer's Report is \$4,240.90 and the operating balance from the Treasurer's Report is \$4,737.87.

Marketing Report: Joanne Craddock reported we had an increased website viewing the Monday following the newsletter in the Commercial.

Membership Report: John Farrand of the Membership Committee presented Classic Laser Cuts, Indian Lake Nazarene Camp, Done-Deal Realty and James Vlasicak Mediation as new members. Dan Bialas made a motion, seconded by Lee Mortimer to approve our new members. Motion carried. Lee brought up that some new members have been paying the full amount rather than the pro-rated amount. She will refund these people to get the billing cycle to one time per year (October 1).

Events Report: John noted that he still needs advertisers for the Concerts in the Park poster. There will be 250 posters distributed in full color. One business card size ad is \$65.00. Concerts will take place in Clark Park. Chris Klok will check on availability of power from the village. Dan Bialas reports that we will do the awards dinner with the annual meetings again this year.

Economic Growth- Dan Bialas gave us an update on Felpausch. The store will be closing on June 13, 2007 for a few days while they convert everything over. Spartan has not as of yet unveiled a new name for the store.

Old Business:

Bylaw Revisions- Chris Klok verified for us that the village attorney will review our revisions.

Michigan Chamber of Commerce- Joanne had checked into joining the Michigan Chamber of Commerce. The cost is \$295.00 annually and there are many benefits. The primary benefit seems to be the legislative backing. We discussed joining for one year. John Farrand motioned, seconded by Dan Bialas to join the Michigan Chamber of Commerce. Motion carried. Joanne and Lee will take care of the paperwork.

Certificates of Origin- Joanne requested to approve \$27.00 for a Chamber Seal to certify the Certificates of Origin. Lee motioned, seconded by Dan Bialas to approve the purchase of the Seal. Motion carried. The Chamber can then sign Certificates of Origin.

New Business:

Lee on behalf of the finance committee brought up putting some of our funds into an interest bearing account. We discussed opening a 9-month CD at 5.15% with \$3,000 from the Ice Festival income. Joel Nelson motioned, seconded by Dan Bialas to follow the recommendation of the finance committee and open a CD. Motion carried. Lee will take care of paperwork.

Charter Member Plaques- Joanne contacted Crown Trophy, one of our Chamber members, for prices on plaques. She also had a sample on hand. The sample had a removable plate at a cost of \$14.95 each. The version without the removable plate is \$9.95 each. Lee motioned, seconded by Dan Bialas to approve purchasing plaques at the \$9.95 each for the remaining charter members that would note *Charter Member 2005*. Motion carried.

John Farrand had a request from the Vicksburg Performing Arts Center to renew our advertisement. John motioned, seconded by Lee to renew our ¼ page ad at \$100.00 Motion carried.

Joel Nelson brought up the idea of spotlighting a Business of the Month on our website. He had seen it done very nicely on Mattawan's Chamber site. Joanne will incorporate this with our newsletter as well.

John Farrand brought up an idea of having a video on the website about the Chamber. John also feels it's time to step up our website. He will contact jAess Consulting for pricing and another person he knows for pricing. John will present more next month.

Lee Mortimer requested a donation to the Vicksburg Community Schools Foundation duck derby to be held June 9, 1:00 pm at Clark Park. Joanne motioned, seconded by Dan Bialas to purchase 10 ducks at \$5.00 each in the name of the Chamber. Motion carried. Lee will take care of the details.

Announcements:

Dave Downs of Chapman Memorial Church gave a brief presentation and had staff on hand to give us a tour following the meeting. Thanks Dave.

John requested a partial closed meeting at June's meeting. The Board will meet at 5:30 pm.

Next meeting is June 11, 2007, Main Street Pub, 6:00 pm (5:30 for Board Members).

Meeting adjourned at 7:56 pm.

By Secretary Joanne Craddock