INTERLOCHEN AREA CHAMBER OF COMMERCE

JULY 13, 2016 BOARD MEETING MINUTES

Attendance: President Clint Kalbunde, Vice President Robert Allard, Treasurer Barry Bialik. Guest: Lance Lumsden, Cicero’s Pizza & Northern Broadcasting. Excused: Secretary Harold Schmidt, Directors Jan Crossman, Laurie Bouwman, Brian McAllister, Simon Wolf & Jane Deering. Office Manager Gwen Stinson.

*(due to lack of a quorum no official action taken on any agenda items)*

Meeting called to order by President Klabunde at 5:32 PM.

**Minutes:** There were no minutes available from June 2016 meeting.

**Treasurer’s Report:** (see attached)

Guest Speaker: Lance Lumsden of Northern Broadcasting presented an advertising program focused on promoting the Interlochen area (see attached presented paperwork). Mr. Lumsden also played an audio sample of an ad already produced by Northern Broadcasting. Lumsden suggested group advertising with three (3) businesses participating in one ad. “Destination Downtown” (Interlochen) being the theme. Estimated cost would be $176/month per business. Discussion. Mr. Lumsden was thanked for his presentation and excused from the meeting.

**Family Fun Day:** (see attached Office Manager Report) Great event for our area children – lots of fun activities and food. Music was good~beer tent very unsuccessful. Suggestions for next year included: only a beer tent if there are adult ballgames/tournaments going on the same day. Perhaps focusing on food which generated most profit for the day.($604.00)

**Committee Reports:**

Membership – nothing to report. Klabunde to talk to committee to encourage action.

**Fall Festival:** Klabunde advised of Green Lake Township’s willingness last year to provide funds for advertising/live remote. Suggested making contact again this year inquiring if possible again.

Klabunde will ask Amy (Revolution Design) to create another flyer similar to last year’s flyer which was very attractive. Inquire of Signplicity’s willingness to help out again with plaques and awards.

Discussion regarding limiting categories for classic cars and perhaps only first place winners in each.

Klabunde asked for committee members for this event. Stinson and Klabunde volunteered so far, but with a limited amount of board members in attendance hopefully there will be additional volunteers.

**Office Manager’s Report:**  (see attached)

**Business After Hours:** September – Director Schmidt may have someone in mind for September. Northwood Animal Hospital would like to host in October.

**Old Business:** None.

**New Business:** None.

Meeting adjourned at 6:28 PM.

These minutes are subject to approval at the next regular meeting, Wednesday, August 10, 2016 at Tom’s Food Market at 5:30 PM.

Minutes respectfully submitted by:

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Gwen Stinson, Office Manager