

Manchester Area Chamber of Commerce

Meeting Minutes – April 12, 2010 General Membership Meeting

Present: Ray Berg, Hollie Bayer, Michele Ingalls, John Manor, Fred Best, Ron Mann, Carol Britten, Carl Curtis, Sharon Curtis, Karl Racenis, Christine Yob, Beth Tomaszewski, Dana Andrews, Sarah Andrews, Siobhan Gorman, Shawn Lewis-Lakin, Janet Larson, Kathy Roberts, Bill Chizmar, Bonnie Greenwald, Chris Kanta, Pat Fielder, Ken Ascher, Jana Miller

The meeting was called to order at 12:30 PM. Ray Berg informed the members that the program for this meeting had been deferred to a later date due to a scheduling problem.

The agenda for the meeting was approved with the addition of Item 6E (Relay for Life Manchester) and a request to speak on the County Cleanup Event under Item 8 “Announcements”.

Secretary’s and Treasurer’s Reports

March meeting minutes were not available for review and approval.

The Treasurer’s report was approved, with Chizmar motion and Curtis second.

Reports from Standing Committees

- Manufacturers – None
- Membership – Sharon Curtis reported 69 renewed so far. Please see Sharon if uncertain about renewal status. Renewal e-mails will be issued to those who have not renewed.
- DDA – Nothing new to report
- Facebook – Michele Ingalls – 29 fans to date. Members can place events themselves on the page, or contact Michele.
- Web page – In regards web page, Bonnie Greenwald advised that a method of posting job openings by members would be useful – this will be investigated. Chris Kanta also reminded members of the Michigan Works accessibility via CRC.

Old Business

A. Business Expo Planning, June 3 – registration and promotion emails have been sent out to previous participants and all Chamber members. Seven registrations to date. Expo will generally be the same set-up as last year. Committee will meet for final details planning later in April. Some discussions had about alternative venues and arrangements (inside vs. outside, time of year, use of large tents, etc.)

B. Golf Outing Planning, June 16 – Two returning teams registered to date, four hole partnerships renewed, continuing with event planning, considering addition of silent auction baskets. AVI returns with its donation of hot dogs/snacks/drinks. The outing is being held one Wednesday later this year to attract out-of-school participants who could not come before. Flyers are available for distribution. Committee members will be contacting individual Chamber members.

C. Farmers Market – Irene Stedman taking over as Manager, aided by Dawna Stockwell. Several new ideas and marketing approaches being considered. Market begins May 6 and runs through September. Along Adrian Street, between Main and Ockrow, 3-7:30 PM every Thursday. Racenis recommended applying for a sponsorship grant from Chelsea-Area Wellness Foundation.

D. Gateway Communities Initiative Planning, Sept. 15-18 – MACC is teaming with Chelsea chamber and others to reach out to campers and other vacationers (e.g. MIS) to draw into local communities. Objective

is to have program running for 2011. September workshop is planned for training and to fully develop the regional concept with adjoining chambers. Chamber members interested in this training and serving on the committee should contact Ray Berg (four is desired number on local team). Discussed tie-in to Chicken Broil, Riverfolk, etc.

E. Relay for Life Manchester – Hollie Bayer announced that Relay for Life will be coming to Manchester in 2011 as a local event. Chris Fegan is spearheading the local effort. 2010 will focus on identifying team captains and members, using the Chelsea event as a start point.

New Business

A. President's Report: Ray Berg reported on the following topics:

1. The Chamber submitted a letter to MDOT in support of right-of-way improvements for the M-52 reconstruction. Karl Racenis and John Manor provided a brief update on efforts to separate federal and state funding for the downtown streetscape program, to ensure this effort continues if state road construction is delayed.
2. The new combined Chicken Broil/Chamber tri-fold was presented. Four thousand were ordered, including some for placement at State rest stops. Highlights the Chicken Broil details and the Chamber/community events for 2010.
3. The Chamber participated in an advertorial in the *Tecumseh Homefront*, highlighting upcoming Spring events. This advertising medium has proved successful in the past.
4. Manchester received front-page coverage and a prominent writeup in *American Road*, a national "back-roads of America" magazine. The article focused on the historic Tecumseh Trail auto route.
5. *Metro Parent* magazine identified Manchester as a favored destination by its readers, particularly for its unique downtown and small-town family-friendly events, such as the Fair, Chicken Broil, Oktoberfest.
6. School Board Candidates Forum April 13 at Ackerson co-sponsored by the *Manchester Enterprise*.
7. Racenis and Berg attended regional MDA conference in Marshall. Keynote sessions on MEDC funding options, DDAs in Michigan and current funding issues, PureMichigan campaign and local community usage. Manchester's PureMichigan page needs to be updated.
8. On March 25, the Ann Arbor Area CVB held a "film forum", with MFO officials, government representatives and chambers getting an update on film incentives, location scouting, current activities, and what local communities can do to prepare for filming crews. Manchester is presently being considered by two film teams.
9. The 2010 *Manchester Community Directory* input was provided to Heritage Publications.
10. The AAACVB is planning an out-county chambers meeting for April 28.
11. Work continues on an updated MACC brochure – examining printing styles and costs.

B. Chelsea Area Wellness Foundation – a local group is working on completing the Healthy Communities Checklist required for applying for major grant funding. Several potential grant topics have been identified. It is felt by this group that coordinated Manchester community cooperation in planning for these grants will greatly improve the potential for success.

C. Townie County Hall – July 19 – Kickoff event to Ann Arbor Art Fair is July 19, after the Chicken Broil (a change from last year). The Chamber's promotion focus will thus change slightly at this year's event. The event is viewed as an inexpensive and effective way to reach 5-10 thousand people in the Ann Arbor area. Members can forward their materials for display.

Announcements

Ron Mann announced the County Cleanup Day which will occur May 1. Flyers are available at the meeting and on-line.

Meeting adjourned 1:45 PM.