

Board of Directors Meeting

Wednesday, May 14, 2025 - 8:45 AM

Chamber of Commerce Conference Room

Call Meeting to Order - President Debbie Stouffer called the meeting to order at 8:36 AM.

BCCC Mission Statement - The mission statement was read by Nathan Grave.

Roll Call -

- Board Present: Burt Mason, Joan Kruzich, Danielle Reeves, Debbie Stouffer, Cielle Waters-Umfleet, Jamie Smith, Chris Davidson, Daniel Mares, Nathan Grave
- Staff Present: Mary Mervar, Dianne Koskinen
- Board Absent: Nicole Acciacca, Cody Mayer

Guests and Visitors - Fran Whitman, Paula McElry, Tom, Judy from the Baraga County Historical Museum. Evan Reister, Regional Member Services Advisor, Michigan State House of Representatives.

Consent Agenda -

Agenda 5/14/25, Minutes 4/9/25

Discussion: Addition to discussion items (E) Baraga County Historical Society

Action: Motion to approve the consent agenda with addition by Burt Mason, supported by Nathan Grave. All in favor.

Board Training - video "How to Retain Your Members: Chamber Marketing Tips". 1. Show them the stats: views, referrals - share on social media, put it in a newsletter, and email it to members. 2. Host a Facebook Live or Zoom meeting just for members: recap progress, goals, talk directly with members - send summary. 3. Let members know when you do something for them: send out an email to them and remind them to let you know when they have events, deals, etc. 4. Send a holiday card: thank members, 3-5 points from previous year. 5. Send sponsor and donor thank you notes: thank and send highlights of the event. 6. Produce an annual report: include successes.

Support Staff Report -

- Volunteers are needed at L'Anse Area Schools on 5/16/25 for the Money Matters event.
- Planning for yard sale, Let's Eat, golf tournament, and ATV ride are moving along.

Action Items -

A. Request for donation Friends of the Library summer reading program

Discussion: The Chamber donated \$50 in 2024.

Action: Motion to donate \$50 to Friends of the Library summer reading program by Jamie Smith, supported by Nathan Grave. All in favor.

B. Lease addendum

Discussion: June 2020-May 2023 \$375, June 2023-May 2025 \$410. June 1, 2025 the rent increases to \$490. There are changes to conference room use. Action tabled until discussed with the landlord.

Action: no action taken

C. CD renewal (matures 5/10/25 with \$16,953.34 balance)

Discussion: Nathan reports that no large disbursements are to be made in the next few months, just Dynamo grant, and the membership drive will start in June.

Action: Motion to renew the CD for five months by Nathan Grave, supported by Burt Mason. All in favor.

D. Website member directory

Discussion: The website was paid for in 2023 with COVID funds in a joint project with Baraga County, BCEDC, and the Chamber. The membership list is now in PDF form and is not searchable. Platypus charges for each time a change is made to the PDF, and for other services; though they have neglected to bill the Chamber for the past two years and have written off that bill, they are going to bill for this quarter and moving forward. Platypus built a searchable directory for another website and is offering it to us at a cost not to exceed \$2,500. Mary will be able to update it without assistance.

Action: Motion to add a searchable member directory to the Chamber website at a cost not to exceed \$2,500 by Burt Mason, supported by Dan Mares. All in favor.

Discussion Items -

- A. Membership dues and benefits - Renewal letter needs to be completed. Benefits list will be updated to include business video offer for \$35 fee, free to platinum members; include searchable business directory with links to member websites and map location. A suggestion was made to allow members to add their own events to the website but security is an issue. For changes to member listings and member events on the website, it was suggested there be posted clear language about who to contact to make updates and possibly build a form on the website to submit changes with a link to email baragachamberoffice@gmail.com. Dues amounts will not be changed.
- B. Sponsorships - Reminder to board members to contact their potential sponsors.
- C. Thank you letter - L'Anse Area Schools sent a thank you letter for the recent donation.
- D. Summer in Baragaland advertisement - The Chamber will purchase the same size advertisement as 2024.
- E. Baraga County Historical Museum - The BCHM may be receiving a \$1 million donation. The Chamber will submit a letter of support when a sample letter is provided. The Chamber will conduct a ribbon cutting ceremony and news release in conjunction with the BCHM open house, possibly in June.

Committees Updates -

- Dynamo: Tabled until June meeting.
- Next Gen: The Easter egg hunt went well with 273 children participating. The Keweenaw Bay Classic fishing tournament planning is going well.

- PLAN: see notes in board packet.
- Membership: See discussion item A.
- Scholarship: A suggestion was made to send letters in September to recipients with instructions and the deadline (January 31) to submit documentation.
- Bingo: There has been a delay in securing the bingo license with additional requirements being required from the State of Michigan which include a locked storage area of 36 cubic feet and a building inspection. Once the hall is approved, then supplies will be ordered. A suggestion was made to contact the Michigan State Representative if assistance is needed.

Announcements / Members' Good News -

- Keweenaw Bay Classic fishing tournament June 6-7.
- Baraga County Yard Sale June 7.
- Baraga County Lake Trout Festival June 7.
- Chamber hosting Let's Eat June 8.
- Chamber golf scramble July 19.
- Joan Kruzich of Keweenaw Bay Ojibwa Community College announced:
 - Funds are available for two levels of internships that may be utilized by local businesses. High school interns are employed from 1:30 to 3:15 M-Th. The other intern program is open for up to 20 hours per week with the wages to be paid by KBOCC. Joan will provide more information to the Chamber. The Chamber will assist in a press release and promotion to members.
 - Advisory meeting 3:00 5/14/25 with two students delivering presentations about creating websites; Joan encouraged those available to attend.
 - KBOCC has a job board available; those wishing to post jobs can email the information to Joan at jkruzich@kbocc.edu.

Next Meeting - The next BCCC board meeting will be held on Wednesday, June 11, 2025 at 8:45 AM in the Chamber conference room.

Adjournment -

Action: Motion to adjourn at 9:32 AM by Nathan Grave, supported by Daniel Mares. All in favor.