

**Long Prairie Chamber of Commerce  
Board of Directors Meeting  
February 5, 2008  
4:30 pm City Hall**

**1. Call To Order**

President Cecil Foote called the meeting to order at 4:30 pm.

**2. Roll Call**

Board Present: Pat Aho, Roseann Werner, Kathleen Nauber, Denita Wisniewski, Cecil Foote, Dennis Breitenfeldt, John Rachuy, Anita Rademacher, Joe Krueger, Mark Poegel.

Board Absent: Toni Tebben, Mike Wolters, Mary Schmidt, Dale Gimbel, Becky Hillig, Jon Halverson.

Staff: Julie Baum

Guests: None

**3. Approval of the January 8, 2008 meeting minutes.**

Pat made the motion to approve the minutes, John seconded the motion, motion carried.

**4. Approval of the financial report.**

Kathy made the motion to approve the January financial report, Mark seconded the motion, motion carried.

**5. Guest Randy Neumann.**

On March 8<sup>th</sup> there will be a Vintage Snowmobile Race at Lake Charlotte starting at 8 am, Randy was in attendance at the meeting to ask the chamber for support as well as some financial support for the insurance. He will be making a flyer that list the sponsors and is hoping this is an annual event for Long Prairie.

Pat made a motion to donated \$150.00 to the Vintage One Lungar Series, LLC to help with event, Kathleen seconded the motion, motion carried.

**6. Marketing Committee: Becky Hillig and Anita Rademacher**

They group recently me and discussed a calendar of events for the businesses and also marketing strategies for the Long Prairie, the group came to the conclusion that marketing is larger than this group, and who is the target that we want to market to. The group will be contacting many people in the community that have a major stake in the outcome, it will consist of a roundtable discuss as well as developing a marketing plan for the community. We are currently running the same ads that went out a Christmas time, during February.

**7. Tourism: John Rachuy**

The group met on February 4, 2008. There was a motion at that meeting to pay the Chamber \$2,600.00 a year for compensation of staff and postage and it will be paid on a quarterly basis. There will be a new committee formed for Thursday night in the Park, at this time 11 acts have been booked. Tourism has also contracted with Explore MN for referral purposes, have been an average of 5 referrals per day, Julie mails brochures out every morning according to referrals.

## **8. EDA: Julie Baum**

Still waiting on the grant from the Federal EDA for the incubator building in the Industrial Park, the building could potentially be around 15,000 square and house 4 businesses, this is a grant for \$500,000. EDA has been working on a marketing strategy for the industrial park to target specific industries, the brochure is 99% done, a small amount of work left to be done. The next step is to redo the city web site for Industrial Development. EDA is also in need of a board member.

## **9. Project Reports: Julie Baum**

- Healthy Communities. We were not accepted into the program and we will be applying again in 2009, at this time Julie had not heard why we were not picked.
- Prairie Fest. Group is working hard on this event and for details log onto their website.
- Prairie Harvest Farmers Market. Held a vendor meeting for the county and no one showed up, will be meeting in the next week to decide if we should continue.
- Admin Luncheon. April 23<sup>rd</sup> at the LP Country Club, Kathleen and Denita along with Julie will be chairing this event. More details at the March meeting.

## **10. Election of VP.**

Julie stated that the vice presidents responsibilities were to host the meeting in the absence of the president. Dennis Breintenfheldt volunteered to take this on.

## **11. Goals Committee**

Cecil, Pat and Mark met and discussed many items; one that they kept coming back to was member benefits. How do we let members know the benefits and how does the community know what the chamber does. Discussed possible coupons on the web, as well as their own web pages if they do not already have one. The main goal will be higher visibility for the chamber. A brainstorming session on this will be after the March meeting here at city hall at 5:30 pm.

## **12. New Business**

Julie brought along flyers for a program on the worthless checks for the Merchants. Joe encouraged the merchants to attend this hour long program. February 26, 2008 at 11:30 am to 12:30 pm at City Hall.

## **13. Adjourn**

Joe made the motion to adjourn, John seconded the motion, motion carried.