

The mission of the Long Prairie Area Chamber of Commerce is to promote, educate & support a vital business community while enhancing and nurturing the livability and community connectedness of the area.

AGENDA : Long Prairie Area Chamber of Commerce

Current Executive Board Members: President- Josiah Tonder, VP Jeremiah Zahnow, Secretary- Clara Vancura, Treasurer- Denita Wisniewski

Board Members: Todd Ecker, Dave Determan, Andy Otremba, Sarah Amundson

IN-PERSON at City Hall Wednesday, (substitute meeting for May 25) June 1, 2022 03:30 PM

MEETING

1-Call to Order/Roll Call:

2- Approval of agenda/additions/deletions

3- Approval of Minutes, addition, Financial Report

4- Introduction of new Community/Chamber Members: Penny M

5- Presentations: Tourism, EDA, City, County, School etc.

6- Director's Report-

Facebook- April/May people like this

3,081 people like this = 77 since last meeting, please ask a friend to like our page

Webpage- Featuring our Own- Spring/Summer events

7- Old Business

- a. Vote in New board members: Mikki (Prairie Ridge Inn), maybe Amber (Hometown Abstract)
- b. Good Morning Breakfast- May Report -NEXT June 23- article by Sowmya
- c. Tourism: Welcome guide - coming June 8
- d. Concert in the Park- fundraising update, volunteers needed
- e. Harmony Park – fundraising update and report
- f. Prairie Days- Fundraising update, volunteers & t-shirts- last minute needs
- g. Community Gardens- balance, # gardens

8- New Business

- a. Summer Refresh- Conference report – ideas
- b. Mobile app- question- see email
- c. EDA contract update

9- Adjourn Our Core Values : Promotion of Chamber Businesses, Leadership Development, Proactive Community Leadership, Information Hub

Long Prairie Area Chamber of Commerce

2022 Strategic Goals

1. Increase Chamber Membership
 - a. Secure **15** new members in either Long Prairie or the surrounding area.
 - b. Show non-members the value of membership by introducing them to the Chamber Website, Facebook page and Membership Benefits flyer.
HOW
2. Retain Current Membership –
 - a. Make members feel valued by visiting and calling. Focus on connecting with at least 5 dormant members each month to check-in and remind them of the available membership benefits.
 - b. Promote and share business events and content via the chamber website, Facebook, GMLP Breakfasts, radio, emails etc.
On going
3. Brand the LPACC as the information Hub of Long Prairie
 - a. Send out **Bi-weekly** emails utilizing direct links for advertisements and events.
On going
 - b. Update the chamber website monthly to ensure it is an efficient and effective way to connect the community with resources
On going
4. Organize Community Development Opportunities
 - a. Facilitate a minimum of 4 classes/workshops per year on various topics. Events can be either in person or virtual.
5. Budget
 - a. Establish a budget committee to meet quarterly to discuss financials.
 - b. Ensure community events are budget positive.