

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.

Minutes : 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, Amber Miller, Micki Czech

Board Members in Attendance: Josiah T, Clara V, David D via Zoom, Jeremiah Z, Amber M, Micki C, Sarah A,

Guests: Brandon Manselle from Growth Zone, Ted Grey City of Long Prairie Administrator

Wednesday, October 26, 2022 03:30 PM @ City Hall

MEETING

1. **Call to Order/Roll Call:** 3:30pm
2. **Approval of agenda/additions/deletions:** Clara made motion for one addition, Jeremiah second, motion carries. Jeremiah made motion to accept agenda with addition, Sarah second, motion carries.
3. **Approval of Minutes:** Motion to approve minutes made by Amber, second by Dave, motion carries.
4. **Financial Report:** September reviewed. Year is looking good. Motion to approve financial report by Clara V, second by Amber, motion carries.
5. **Introduction of new Community/Chamber Members:**
 - a. Potential: Premier; which is purchasing the SNF and AL in November
 - b. Two potential recently, "Last Germ" and a alcohol and drug rehabilitation company
6. **Director's Report-**

Facebook- September/October people like this

3,268 people like this = 28 since last meeting, please ask a friend to like our page

Webpage- Featuring our Own- Manufacturers' Breakfast; currently posted

7- Old Business

- a. Good Morning Breakfast- at River of Life Church tomorrow
 - a. Board Members Planning on being Present: Amber, Jeremiah, Josiah, Denita
 - b. Salvation Army is charity of choice
- b. Concert in the Park-
 - a. NEXT year- planning is complete
 - b. Starting with Red Letter Band
 - c. Good variety of acts and cultures
 - d. Cost this year is \$10,000 total
- c. Prairie Days
 - a. Inflatables scheduled
 - b. Bands
 - i. Coordinating with Juan Chavez with the event center

- c. Vendors
- d. Community Gardens
 - a. Balance: 1,200 currently
 - b. Bills of 1,600 – city is paying for it initially and will be sending us repayment information
- e. Arts and Crafts show
 - a. Only 4 spots left
- f. Public forum
 - a. A lot of good engagement with the community
 - b. Multiple people stated they found it very helpful
 - c. Broadcast from Facebook page (12-15 shares) and still available on our Facebook page
 - d. Will plan to do again in the future

8- New Business

- a. Discussion about our core values
 - a. Not reviewed
- b. Growth Zone “Chamber Master”
 - a. Cloud based software
 - i. Provide database of chamber members
 - 1. Keeps track of billing/length of membership
 - 2. Email to specific contacts can be tracked through the database
 - 3. Can create
 - 4. Billing – automation for renewal, payment profiles can be created and saved
 - 5. Metrics/engagement for members as well as way to show member how many people are being sent to their website through the chamber website
 - ii. Build website/Public facing piece
 - 1. Can create how you desire and customize
 - iii. Member log in area as a “Member Hub”
 - 1. Members can update their own information
 - 2. Access for payments/invoices
 - 3. Internal directories
 - 4. Resources: to provide content as desired and can choose access
 - iv. Apps available
 - 1. For Members and Public
 - b. Currently work with 4,000 chambers and associations in the US
 - c. Lu spoke with chamber in Nisswa who uses software and they really like using it and have very good support for learning how to use the software.
 - d. Training
 - i. Onboarding process
 - ii. Weekly one on ones with one staff member for the first few months
 - iii. Support team available via email and phone with easy access
 - iv. Additional one staff member would be contact with website build
 - e. Cost
 - i. Initial/Set-up - \$1000
 - ii. Yearly \$3,000

- iii. Website additional cost – built into the subscription fee and would refresh/rebuild every three years (\$1,788 yearly)
 - iv. Our total cost would be \$4776 yearly with the website/
 - v. Total initial cost \$5775
 - vi. Anticipate 3-5% increase in cost yearly
 - f. Up and Running – typically takes around three months depending on
 - g. Termination of contract – can cancel “whenever you want” just need 30 days notice “don’t really have contracts”
 - h. Do we know if there would be an increase in our membership if we started this?
 - i. Presently a lot of our events do not make money and instead focus more on engagement
 - ii. Started doing the arts and crafts fair to bring in additional revenue
 - i. Risks:
 - i. Biggest factor during discussion related to costs
 - 1. Budget
 - ii. how much of the capabilities will we be using?
 - 1. Lu can see greatest benefit to the invoicing area
 - 2. Flow of information including calendar
 - 3.
 - iii. Current cost for website is only \$99
 - iv. Transaction costs for use of “cards”
 - 1. though could offer discount to those who pay via check
 - j. Any other software options available? Quotes?
 - i. LP.net Website cost was 13,000 initially
 - ii. No other software options available currently that work like this which Lu is aware of
 - k. If purchased when would we start?
 - i. Would be after the craft fair.
 - ii. Start would be December so wouldn’t be looking being able to utilize for next years invoices
 - l. Questions we have:
 - i. Could we ask about translation on the website?
- c. Budget meeting: November 16th at 11:30 – 1:00
- d. Monthly meeting changed in November to the 30th at usual time 3:30PM.
- e. Next year planning (extra meeting): Prairie Days, Concert in the Park, GMB – After hours – Lunch and Learns etc.
 - a. Tabled for next meeting

9- Adjourn 4:45pm

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

Proposal for ChamberMaster/GrowthZone Software:

<https://ams.growthzone.com/Ge0VNulepe8>

I have also blocked off time to my calendar for you board meeting on the 27th at 3:30pm. If you still want me to join and give your board a quick tour I would be more than happy to accommodate!

Thanks Luan and let me know if you need anything else. Happy Friday!

Brandon Manselle | Senior Account Executive

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On our call we discussed websites a bit and wanted to pass along some recent builds we have completed. I thought you might have interest in these. If you have any questions please let me know.

<https://www.portlandtx.org/>

<https://www.cleburnechamber.com/>

<https://www.nhcchamber.com/>

<https://www.saratoga.org/>

<https://www.amcanchamber.org/>

<https://www.morrisvillechamber.org/>

<https://www.bemidji.org/>

<https://www.nisswa.com/>

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.