

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: Chair- Josiah Tonder, Vice Chair Jeremiah Zahnow, Secretary- Clara Vancura, Treasurer- Denita Wisniewski

Board Members in attendance: Josiah T, Jeremiah Z, Clara V, Denita W, Micki C,

Wednesday, March 22, 2023 – 3:30 PM @ City Hall

MEETING

1. Call to Order/Roll Call: Meeting called to order 3:32pm
2. Approval of agenda/additions/deletions: Motion made by Josiah to accept the agenda as written, seconded by Jeremiah. Vote unanimously, motion carried.
3. Approval of Minutes: Motion made by Denita to approve written minutes, seconded by Jeremiah. Vote unanimously, motion carried.
4. Financial Report: Motion made by Clara to accept the written financials, seconded by Denita. Vote unanimously, motion carried.
 - a. Larger expense associated with Welcome Center for the New Comer event though waiting for the grants from Region 5 and Initiative Foundation (each for \$5,000)
 - b. Waiting for approval still from the LP City Council for the increased bill for Toursim
 - i. Informative document with hours spent on tourism events and advertising
 - c. Membership – invoices sent to members still awaiting payment. \$7,400 still out.
5. Introduction of new Community/Chamber Members:
 - a. American Family Ins. New Owner transitioned to Tyler Graves in January. Will be considered a new member.
 - b. Waiting to hear back from Cricket Tire and Auto
 - c. Question about 100.7 KIK FM in Alexandria as being a member of the LPACC
 - i. Would we need to or desire to advertise with them? Could be a positive to advertise with them if within our budget for advertising
 - ii. Board provided positive feedback to include a variety of community business's to be members
6. Director's Report-

Facebook- February followers 3736

Webpage- Featuring our Own- **Women in Business**

Top post
Last 28 days
Boost this post to reach up to 6 more people with every \$14 you spend.



February 25 at 4:24 PM · 🌐

Post Impressions	6,908
Post reach	5,189
Post Engagement	3,655

Page Overview
Followers: 3,736

🌐 Post reach ⓘ	20,506
👤 Post Engagement ⓘ	17,914
👍 New Page likes ⓘ	12
👤 New followers ⓘ	38

7. Old Business

- a. Growth Zone update – Marketing module and Fundraising module – extra cost?
 - i. Running as planned
 - ii. Website is starting to be developed

- iii. Add on modules available for Marketing and Fundraising – want to wait at this time to get familiar with the basics first before adding on modules. Review again next year when deciding budget.
 - 1. Fundraising module cost is \$51/month – total cost of \$612/year
 - 2. Learn now or wait.
 - b. Upcoming Events updates: Networking events, Cinco de Mayo, Prairie Days, Concert in the Park, MS Tram
 - i. Good Morning Breakfast – at the LP Country Club 7:30AM
 - ii. MS tram update:
 - 1. Attended Lions Club meeting to ask for a donation of money
 - 2. Volunteers are starting to sign up
 - iii. Concert in the Park is now covered by donations and a grant
 - iv. Cinco de Mayo coming up
 - c. Fundraising efforts
 - i. Grant obtained from 5 Wings Arts Council for Concert in the Park
 - ii. Donations of \$6,500 so far for all events
 - d. Tourism
 - i. Providing city council with time and marketing costs
 - ii. Will be going to a city council meeting to review.
 - e. Discussion about our core values & mission statement-
 - i. Look at a separate meeting to review and solidify value and mission statement
 - ii. Lu will send out dates/times
- 8. New Business**
 - a. New board members search
 - i. Interested people: Greg Standafer (MN National Bank) and Amy Allen (Battle Lake Outdoors)

8- Adjourn

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

Long Prairie Area Chamber of Commerce

2023 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.
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 3 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.**

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