

The mission of the Long Prairie Area Chamber of Commerce is to promote Chamber members while enhancing the livability and connectedness of the community.

## **AGENDA : Long Prairie Area Chamber of Commerce**

Current Executive Board Members: Chair- Josiah Tonder, Vice Chair- Jeremiah Zahnow,

Secretary-Treasurer- Denita Wisniewski

Board Members: Todd Ecker, Andy Otremba, Chris Amundson, Micki Czech, Amy Allen

Absent: Andy Otremba, Amy Allen, Jeremiah Zahnow

**Wednesday, May 1(April 24), 2024 – Monthly MEETING 03:30 PM @ CITY HALL**

### **MEETING**

**1-Call to Order/Roll Call:** at 3:34 by Josiah

**2- Approval of agenda/additions/deletions:**

\*None

\* Motion to accept agenda: Todd, second: Chris. carried

**3- Approval of Minutes, additions**

- Motion to accept the minutes: Chris, Second: Todd, carried

**4- Financial Report**

- 55,829.80 in AHNB
- 1,529.32 in MN National
- Total March actual: \$5,220 net income
- 65 are signed up for craft sale
- Motion to accept the financials: Todd, second: Chris, carried

**5- Introduction of new Community/Chamber Members:**

- Penny M
- Lu to visit with new daycare provider in Browerville. Opening in the next 2 weeks

**6- Director's Report-**

**Webpage-** TCDC new director- Rick Uetek is retiring – Melissa Weiman is the new EDA director

**7- Old Business**

a. Chamber/Tourism Event reports & updates:

Backpack Attack –

- well attended
- 30 people attended

Networking events- United Way & Wholesome Living Acres Farm and Back Forty

- 30 people attended
- Fresh salad and bread, fresh flowers

NEXT- LPGE hosting

- Hosting at the School at the secondary school
- May 23<sup>rd</sup> for breakfast

#### Career Fair- surveys & report

- Great survey responses with a few suggestions
- 90% positive

#### Cinco de Mayo/Festival Latino- cancelled

- Julio and Lu picked date 6 months ago. Everything was planned.
- Julio's sister contacted Lu, a few days after the poster was sent out, that there are 65 Hispanic families having communion.
- Chamber is not out any money. The sponsors are all pushing money for next year.
- No other days to reschedule

#### Arts & Crafts Show update

#### Prairie Days updates – June 1-9 - details, volunteers – committees

- Sent out list of activities
- Lu went through the events for the week.
- New on the June 8<sup>th</sup> – 9 to 4 on 1<sup>st</sup> street, Troy is doing a craft fair downtown.
- Band cancelled for Prairie Days, Julio is looking for another band
- Volunteers list will be sent out next week
- Kelsey from the school is getting the dunking tank volunteers

#### Concert in the Park

- Almost everything is paid for. About \$1000 to raise funds for yet.
- Poster is going to be prepared for Monday.

#### b. Tourism update: video banner and banners downtown

- Drone is coming to do video that we can use on website
- Banners are approved by the city
- Banner proof has been ordered
- Tourism committee met the first time on May 1<sup>st</sup> at 9 am.

- Plan to meet the first Wednesday of each month at different places each month.

#### c. [Minnesota Main Streets Conference | Rethos](#) – report

### 8- New Business

#### a. Hiring a new person - Marketing, bi-lingual

- Lu will work on job description – how many hours, pay/hour, etc.
- Lu is thinking 10 – 15 hours per week
- We will revisit at the next meeting. A job description will be sent to her prior to the meeting.
- Lu will be visiting with Marta from Alex College regarding pay scale.

#### • 5 month CD is maturing on May 15<sup>th</sup>

- Todd made a motion, Chris seconded, do not let the CD renew for another 5 months.
- Denita will contact the bank to prepare the paperwork to deposit the funds to the checking account on May 15<sup>th</sup> on the date of maturity.

#### b. Chamber Goals...update?

### 9- Adjourn Our Core Values :

- ❖ Promoting and connecting Chamber Members
- ❖ Information and Resource Hub
- ❖ Community enhancement

## Long Prairie Area Chamber of Commerce

### 2024 Strategic Goals

1. Increase Chamber Membership
  - a. Secure **10** 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.  
**On going**
  - 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 budgeted in the positive.