

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

**Wednesday, March 27, 2024 – Monthly MEETING 03:30 PM @ CITY HALL**

### **MEETING**

**1-Call to Order/Roll Call:**

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

**3- Approval of Minutes, additions**

**4- Financial Report - IRS reinstatement & penalty waived- Bank Signatures- review and sign**

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

**6- Director's Report-**

**Webpage-** Promise Act Grant

**7- Old Business**

- a. Chamber/Tourism Event reports & updates:  
Networking events- NEXT- tomorrow: United Way/Backpack attack at MN National Bank  
Career Fair- today- report  
Cinco de Mayo/Festival Latino  
Arts & Crafts Show update  
Prairie Days updates – June 1-9 - Tent purchase  
Concert in the Park
- b. Tourism update: Chris Amundson, new chair and looking for members, Welcome Guide cover, video banner and banners downtown

**8- New Business**

- a. [Minnesota Main Streets Conference | Rethos](#) – permission April 4-5, 2024 Owatonna, MN  
COST: \$230 plus mileage (split with LPEDA)
- b. Review 2<sup>nd</sup> part of 2023 Chamber survey- charts - see email screenshots
- c. 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.