

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, Josiah Tonder

**IN-PERSON at City Hall Wednesday, March 23, 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:**

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

**6- Director's Report-**

Facebook- Feb/March people like this

2,973 people like this = 56 since last meeting, please ask a friend to like our page

Webpage- Featuring our Own- Outdoor Rink

**7- Old Business**

- a. Good Morning Breakfast- NEW flyer for the year- March 24- Who can be there?
- b. New board members- Sarah (Camp Smore) Mikki (Prairie Ridge Inn)
- c. Fundraising letter and efforts for Prairie Days, Concert in the Park and Harmony Park & General planning report
- d. Tourism: NEW brochure, Welcome guide

**8- New Business**

- a. Other

**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.