

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

Board Members in Attendance: Todd Ecker, Josiah Tonder, Clara Vancura, Denita Wisniewski

River of Life Church THURSDAY, February 24, 2021 03:30 PM

MEETING

1-Call to Order/Roll Call: 3:51PM

Guests: Alisha Sunderman (Long Prairie Leader Journalist), Sarah Amundson (Camp S'more Owner), Jeff Kane (with MidWest storage units), Kalli Christenson (Pastor at United Methodist Churches in area), Jody Bebault

2- Approval of agenda: Todd motion to approve agenda, seconded by Denita, motion carried.

3- Approval of Minutes: Approval of November & January minutes made by Denita, seconded by Todd, motion carried.

4- Approval of Financial Report: Todd made a motion to approve of January financials, Clara seconded, motion carried.

5- Introduction of new Community/Chamber Members: 6 new members within the start of the new year

6- Presentations: None

7- Director's Report-

Facebook- Jan/Feb people like this

2917 people like this = 78 since last meeting, please ask a friend to like our page

Lots of engagement recently with Iten Funeral Home as well as Rhode's Midway Bar and Grill

Webpage- Featuring our Own- WAVE article coming <https://www.longprairie.net/news>, Also on the front page of the Leader and bilingual

-Upcoming ideas: outdoor ice rink

7- Old Business

- a. Good Morning Breakfast- NEW flyer for the year sent out
- b. New board members Potentially
 - a. Sarah Amundson – owner of Camp S'more
 - b. Mickie Szech – owner of Prairie Ridge Inn
- c. REVIEW 2022 goals & Chamber board members responsibilities

8- New Business

- a. Tourism working on:
 - a. NEW brochure /Welcome guide: will be bilingual
 - b. Concerts in the Park: looking to expand including a few Saturday's
- b. Fundraising letter sent out.

- a. Prairie Days 13,000 (June 10, 11, 12)
- b. Concert in the Park 4,000; entertainment
- c. Harmony Park 3,000; planting trees and putting up a pavilion for community gatherings

9- Adjourn - 4:35pm

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

Minutes taken by Clara Vancura

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.