

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, Andy Otremba, Sarah Amundson, Micki Czech

Wednesday, March 22, 2023 – Monthly MEETING 03:30 PM @ City Hall

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: American Family Ins. New Owner

**Ask about 100.7 KIK FM in Alexandria.

5- 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

[See all](#)

Page Overview

Followers: 3,736

Last 28 days

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

6- Old Business

- a. Growth Zone update – Marketing module and Fundraising module – extra cost? See attached
- b. Upcoming Events updates: Networking events, Cinco de Mayo, Prairie Days, Concert in the Park, MS Tram
- c. Fundraising efforts
- d. Tourism \$ ask for marketing costs
- e. Discussion about our core values & mission statement- **HOMEWORK & 2023 Strategic Goals**

7- New Business

- a. New board members search- Greg Standafer and Amy Allen??

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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