

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

Minutes : Long Prairie Area Chamber of Commerce

Current Executive Board Members: Chair- Josiah Tonder, Vice Chair- Jeremiah Zahnow, Secretary- Clara Vancura, Treasurer- Denita Wisniewski

Board Members: Todd Ecker, Andy Otremba, Micki Czech

Chamber Director: Luan Thomas-Brunkhorst

Board Members in Attendance: Josiah T, Denita W, Micki C, Clara V (came to meeting at time of approval for financial report, notes prior to this were taken by Josiah T and Luan T-B)

Wednesday, May 24, 2023 – Monthly MEETING 03:30 PM @ City Hall

MEETING

1-Call to Order/Roll Call: 3:33pm

2- Approval of agenda. Denita made a motion to approve the financial report, seconded by Micki. Unanimously carried.

3- Approval of Minutes. Micki made a motion to approve the financial report, seconded by Denita. Unanimously carried.

4- Financial Report: Denita made a motion to approve the financial report, seconded by Micki. Unanimously carried.

Motion made to transfer \$1007 transfer to MN national from American Heritage by Denita, seconded by Micki. Unanimously carried.

5- Introduction of new Community/Chamber Members:

Milestone Photography – independently owned

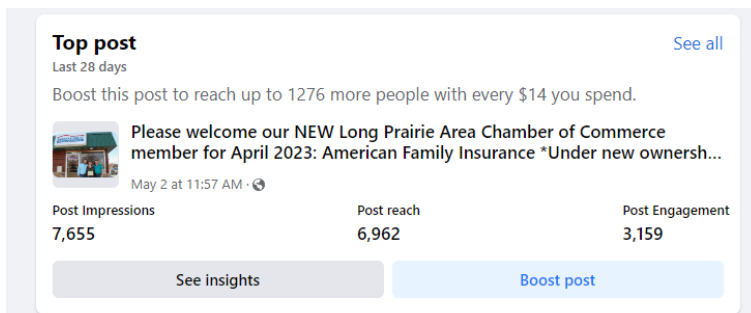
Bob Freeman – artist with photography and turned bowls

MN Power

6- Director’s Report-

Facebook- April/May new followers 52

Top post:



The screenshot shows a Facebook post analytics card. At the top, it says "Top post" and "Last 28 days" with a "See all" link. Below that, it states "Boost this post to reach up to 1276 more people with every \$14 you spend." The main post content is "Please welcome our NEW Long Prairie Area Chamber of Commerce member for April 2023: American Family Insurance *Under new ownersh...". The post was made on May 2 at 11:57 AM. The analytics table shows: Post Impressions: 7,655; Post reach: 6,962; Post Engagement: 3,159. At the bottom, there are buttons for "See insights" and "Boost post".

Metric	Value
Post Impressions	7,655
Post reach	6,962
Post Engagement	3,159

Webpage- Featuring our Own- **City beautification**

7- Old Business

- a. Growth Zone update – Launch week- May 8th - report
 - a. Difficulty with “membership special”
 - b. Still many updates with events
 - c. July would like to have a learning luncheon to show Chamber Members how to put in their events themselves.
- b. Upcoming Events updates:
 - a. Networking events – next is tomorrow for Alexandria Technical College 12pm at MN National Bank
 - b. Prairie Days
 - i. Have raised \$19,500 with \$3,000 left to go
 - ii. Sign-up sheets for volunteers available. Have volunteers sign up for times via Lu
 - iii. Posters available from Lu as desired
 - c. Concert in the Park
 - i. First is June 9th then the rest are on Thursday’s
 - ii. Clara will make a schedule and send out to Board members to look at for sign-up to help with set-up, take down and get donations
 - d. MS Tram
 - i. Need to have an EMT at the Fair Grounds for when riders are coming in from 11-4pm
 - ii. Aksamit is only licensed for school and unable to provide shuttle services
 - iii. Micki will be informing MS Tram team of the shuttle update to see if the other shuttles from other city’s would be able to cover LP
 - e. Cinco De Mayo
 - i. Donations \$6,000 prior to event and \$1,205 during event and additional \$2000 from the Lions came in after the event
- c. Fundraising efforts
- d. LP City council is asking for Tourism for marketing costs
 - a. Lu asking for additional funding from the city.
 - i. Lu is going to be speaking with City Administrator to review numbers and finalize numbers before going to City Council

8- New Business

- a. New board members:
 - a. Chris Amundson replacing Sarah Amundson and
 - b. Others expressing interest: Greg Standafer and Amy Allen
- b. Blue Cross Blue Shield grant explanation
 - a. Grant for \$300,000 through Lakewood Health System
 - b. Employing Community Health Worker for Todd County with bilingual abilities for two years
 - c. Unclear how much money will go to the chamber directly and waiting for specific role we would fill
 - d. Currently LPACC are written in as “consultant” for the community health care worker

9- Adjourn Our Core Values :

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

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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