

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- Clara Vancura, Treasurer- Denita Wisniewski

Board Members: Todd Ecker, Andy Otremba, Sarah Amundson, Micki Czech

**Wednesday, May 24, 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, additions**

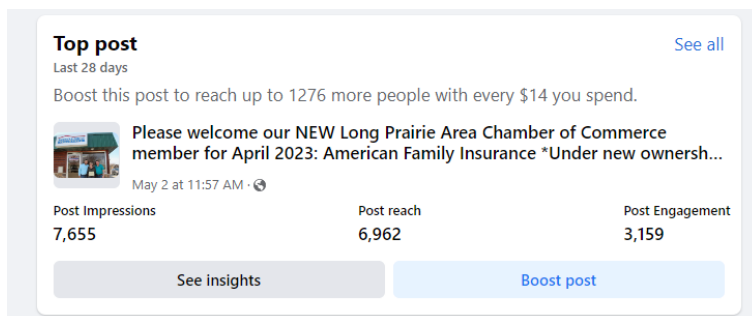
**4- Financial Report - Question - \$1007 transfer to MN National - CB**

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

**6- Director's Report-**

Facebook- April/May new followers 52

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



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 says "Boost this post to reach up to 1276 more people with every \$14 you spend." The post content is "Please welcome our NEW Long Prairie Area Chamber of Commerce member for April 2023: American Family Insurance \*Under new owners..." and was posted 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".

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

### **7- Old Business**

- a. Growth Zone update – Launch week- May 8<sup>th</sup> - report
- b. Upcoming Events updates: Networking events, Prairie Days, Concert in the Park, MS Tram
- c. Fundraising efforts
- d. Tourism \$ ask for marketing costs

### **8- New Business**

- a. New board members: Chris Amundson replacing Sarah Amundson and Greg Standafer and Amy Allen??
- b. Blue Cross Blue Shield grant explanation - see attachment

### **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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