

Annual review & social time: 3:30-4:00

- Refreshments
- Introductions
- Lu will be presenting an overview of the year

OFFICIAL MEETING: 4:00 – 4:30

AGENDA : Long Prairie Area Chamber of Commerce

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

Current Executive Board Members:

Chair: _____, Vice Chair- Jeremiah Zahnow, Secretary/Treasurer- Denita Wisniewski

Board Members: Todd Ecker, Andy Otremba, Toby Polkinghorne, Chris Amundson, Micki Czech,

Amy Allen

Board members present: Denita Wisniewski, Todd Ecker, Toby Polkinghorne, Crhis Amundson, Micki Czech

Wednesday, January 22, 2025 – Monthly MEETING 03:30 PM @ CITY HALL

MEETING

1-Call to Order/Roll Call:

4:10 by Denita

2- Approval of agenda/additions/deletions

**None – On a motion by Todd, seconded Toby, agenda approved as presented.
Motion carried.**

3- Approval of Minutes, additions

On a motion by Todd, seconded by Micki, Minutes were approved.

4- Financial Report – Updated budget, financials

December actuals - -4671 because of the promotional business. Chamber received a grant from Lakewood - we decided to use \$4,486 to the tourism on the City website banner. The City, Tourism, and the Chamber wanted to go through. \$947 under budget

AHNB \$41,571, CD \$41,809 MN National \$1543 Balance in accounts \$84,923.73

Phil: \$770 in the black on December 31, 2024.

On a motion by Todd, seconded by Toby, financial report approved.

Budget: Advertising -\$2,000 Entertainment - \$3,000, Scholarships - will not be doing scholarships this year. Budget is now at +\$66. - Micki suggested putting memberships in the first 3 months. Not all businesses will join in January.

On a motion by Toby, seconded by Todd, the Board reviewed and approved the Budget.

5- Introduction of new Community/Chamber Members: Joann Schroeder

Lu has a list of possible members.

6- Director's Report-

7- Old Business

- a. Membership renewal –

\$20,000 in invoices have come in so far. Total \$23,000 to still to come in for 2025. Average is \$38,000 - \$41,000. We have approximately 170 members

- b. Chamber Event reports & updates: see calendar attached
Networking events – Tomorrow- 2025

Jan - Childcare Appreciation, Feb- CentraCare, March- William Dingman

Childcare appreciation on January 23rd. Several gift cards for the child care providers.

Countyside is making the soups, Wholesome Living sales, Carinas desserts

Prairie Days – June 7th – update

Calendars are done.

- c. Tom Murch NEW accountant

Lu will be talking to Tom Murch tomorrow. Tom has access to Quickbooks. Phil ran the last payroll. Phil will discuss with him what he has done in the past.

8- New Business

- a. Voting in of Executive & Board members

On a motion by Micki, seconded by Todd, the following are set as the Executive Board Members:

Chairman: Toby Polkinghorne

Vice Chairman: Jeramiah Zanhaw

Secretary/Treasurer: Denita Wisniewski

Motion carried.

Alex may be interested in being on the chamber board.

- b. New Member drive: See list attached

- c. Chamber Bucks - NEW updates...questions

- d. Update Signers on bank accounts

On a motion by Chris, seconded by Micki to Remove Josiah from the checking account at American Heritage National and MN National Bank. Also remove David Determan and Clara Vencura from the Chamber Bucks account at MN National Bank. Motion carried.

On a Motion by Toby, seconded by Chris, add Todd to the MN National Bank Chamber account. Motion carried.

On a Motion by Toby, seconded by Todd, to change the checking account at American Heritage to Business Online Banking (BOB). Motion carried

e. MN Chamber of Commerce Executive conference in February

Lu is going to go with the conference with the Wadena Chamber of Commerce director. They will split the hotel and mileage. Lu will over budget by \$100.

On a motion by Todd, seconded by Chris, to approve Lu attending the conference and approve to be over budget by \$100 for expenses at conference including travel and hotel.

Daniella has branded the membership application, event sponsorship, "Join the Chamber" with benefits. "Keep it Local Chamber Bucks Accepted Here". Some rules and regulations of Chamber bucks. Some Chambers say 80% of the Chamber Bucks some say 100%. We will continue the conversation of the Chamber Bucks next meeting. Lu will send out information regarding the Chamber Bucks.

Adjourn at 5:10

9- Adjourn Our Core Values:

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

Long Prairie Area Chamber of Commerce

2025 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 Networking events on a monthly basis