

## **GUN LAKE BUSINESS ASSOCIATION**

### Meeting Minutes

*Tuesday, January 17, 2012*

*Present:* Paul Walker, Interim President  
Mark Paradowski, Vice President  
Kim Bedford, Secretary  
Ryan Leslie, Treasurer  
General Members

*Next meeting:* Tuesday, February 21, 2012

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#### **I. Meeting called to order @ 6:00 pm by Paul Walker**

#### **II. Treasurer's Report**

- Motion to approve made by Paul Walker – Unanimous Yay

#### **III. Secretary's Report**

- Motion to approve made by Mark Paradowski – Unanimous Yay

#### **IV. Committee Reports**

##### **• Trolley**

- Meeting to be held on 1/19/12 with Joe Bleam from Barry County Transit and Carter Pavey from Gun Lake Casino – looking into possibly adding Casino to route
- Raffle tickets are in and we need to start selling – need assistance from members. Sean will send out an email asking for help and to see Kim Bedford for tickets. Drawing will be held at Winterfest

##### **• Media**

- Tourism website is up – Need Gun Lake Pictures!!!
- Directory is almost ready – need it ASAP
  1. Need volunteers to help laminate
  2. Want them ready so that we can hand them out at Winterfest

##### **• Networking**

- Have a good, solid core showing up at each meeting
- Al Bouma is newest member
- Is GLBA receiving new members because of networking meetings?
- Having a 10 minute think tank at each meeting on how to improve business for members
- After hours events are scheduled for 2012
- GLBA will be invited to all Wayland Chamber after hours events
- What nights work the best for most people so networking meetings can be held in the evenings? Still trying to decide.
- Email list goes to all GLBA members
- Should we send out a poll to see what nights work best for the majority?
- Should we add incentives to increase the attendance for these networking meetings (suggested by Mark Paradowski)?

- Liz will send out notices via email to notify members of events/open houses
  - **Membership**
    - Nick is resigning as head
    - Need to assign someone else – Paul suggested Hope Wessenaar from Son Life Camp
  - **Fundraising/Events**
    - Nothing new
    - Flowers to Jess – Ryan will order from Water’s Edge
  - **Gun Lake Improvement**
    - Nothing new
    - Need to have area businesses decorate for holiday (suggested by Mark Paradowski)
    - Will address this at next meeting
- V. General Fund Checking**
- Transfer to Chemical Bank?
    - Free checking and free checks if we move it
  - Suggestions
    - Paypal – account would have to be reinitiated if we move account
    - Try leaving it at United Bank for 6 months and see how it goes?
    - Are we going to be changing the location of the account each time a new treasurer is elected?
    - Will Ryan get in trouble for banking at another bank because of where the General Fund account is currently located?
    - Example given of the Wayland Chamber accounts – Nan retired as Treasurer, Bob at Chemical was elected for the position, but account was not moved from United Bank
    - Busiest time for this account in when dues are required to be paid
    - When Paypal is used, it may eliminate a lot of access to the account
    - Motion to leave account at United Bank for 6 months and see how it goes made by Mark Paradowski – 2<sup>nd</sup> by Liz Johnson – Unanimous Yay to leave where it is
- VI. Winterfest**
- GLBA will have a booth
  - Set up begins at 8 am
  - Need volunteers to man the booth and sell raffle tickets for the Trolley (Rhonda will email Theresa Piaz for student volunteers)
    - Rhonda volunteered for afternoon
    - Paul will be there all day
    - Sean will be there on and off all day
    - Jesse volunteered for afternoon
    - Jeff Parsons?
    - Diane Walker – afternoon?
    - Natalie Parsons?
    - Sean will be sending out an email asking for more volunteers
  - We need member brochures for the booth
  - Do we want to do some sort of drawing at the booth? What would we give away? Rhonda will be organizing.
- VII. Directory**
- See what was discussed previously under Committee Reports – Media

- Need addresses for members on back
- Sean said addresses and final markup would be done in a couple of days
- Volunteers for laminating?
  - Rhonda
  - Ed
  - Corey

**VIII. Web Advertisements**

- Meeting regarding this on Thursday, January 19
- Business can purchase a "button" on the website. When people click on the button, it takes them to the business's website
  - If the business does not have their own website, they can purchase one within the GLBA website

**IX. Spring Event**

- Ed and Jessica to work on putting together an event for this spring
- Suggestions
  - Triathlon
  - Garage sales and Gun Lake Community Church with vendor booths
  - Car show/boat show
  - Walk-a-thon
  - Jessie Morin is added to committee

**X. New members process for website applications**

- When emails are sent from businesses applying for new membership, emails will be forwarded as follows
  - Kim Bedford (Secretary) - receives initial email via GLBA email. Forward to:
    - Ryan Leslie (Treasurer) - verifies whether member has paid via Paypal. If not, needs to send email or contact new member with instructions on how to send payment. Once payment has been received, forward to:
      - Sean (so he can add them to website), Liz (so she can add them to email listing and invite them for networking meetings), and Paul (so he can introduce himself, thank the members, and get them their membership plaque)

**XI. GLAD**

- Still interested in this program
- Program consists of people purchasing the cards for a discount. Cards provide holders with deals at area businesses.

**XII. Churches**

- Email went out to 5 local churches offering to put them on our website if they were interested
- Goal is to put them on our website with the name of the church, the address of the church, and the times of their services
- There will be no membership fees for this
- If they wanted additional advertising other than their general information, they would still need to pay the advertising costs associated with the above mentioned web advertising

**XIII. Roundtable**

- Mark Paradowski - Sean had set up the OCO with PayPal! There are great things going on with the OCO. Check out their website for more information.

- Ryan Leslie – Sandy wanted him to bring up the welcome baskets we had talked about at a previous meeting. She thinks they are a great idea and didn't want us to forget about the suggestion. Ryan has sponsorship applications for the Winterfest.
- Paul Walker – Would like ideas for guest speakers for our 2012 meetings. Please have suggestions for February meeting.

**XIV. Motion to adjourn made by Mark Paradowski at 7:13 pm;  
Seconded by Rhonda Parsons – Unanimous Yay**