

SPIRIT LAKE CHAMBER OF COMMERCE
GENERAL MEETING
Nov. 1, 2016

President Marc Kroetch brought the meeting to order at 8:07 A.. M. at Brickel Creek Coffee Shop on Maine St. In Spirit Lake. Introductions were made.

A financial report was given and the minutes were read and approved.

Marc brought up several changes that were being made. Dropping chamber generated social media posts, members will have to supply the chamber with content if member wants the use of the Chamber face book page was one of them. If a person had more than one business, they must join the Chamber for each business. Research showed people liked the printed brochure better than the digital business list on the chamber's web page, so we will be doing both. Starting next week we will commence our annual membership drive. Applications will be arriving in the mail boxes. Marc encourages members to send in their dues in a timely manner. That will save the chamber in the long run.

Marc had a sample of a Comprehensive Visitors Guide of Spirit Lake, Idaho and surrounding Area. The members voted to proceed with this. There is room for any of the members to put an ad in the guide which will be charged according to size of ad. This would help pay for the guide. The guide could generate about \$14,000.00 for the chamber's operating expenses. 7500 or 1,000 guides will be printed depending on the amount of advertising space sold. The guide will feature 36 to 48 pages, again depending on ADVERTISER INTEREST. These would be put in key areas where it would be picked up by travelers.

Marc also said he was going to keep the parking clear of snow at the gate to Empire Trails, (which has been moved about 40 yards to allow year around access to parking at the trail head)as long as he can remove the snow with his truck and blade, which would allow for cross country skiing or other activities.

Plans for the Christmas Parade December 10th are being firmed up[and finalized at the December Chamber meeting

Marc related the news of the owners allowing two more miles extrusion to the Empire Trails, so volunteers are needed to help clear this land for use. See Marc for work schedule.

The members also voted not to have a Christmas party this year.

Meeting adjourned at 9:00 A. M.

Respectfully Submitted, Mrs. C, Secretary.