

# MINUTES

## BOARD OF DIRECTORS Grand Rapids Area Chamber of Commerce July 30, 2007 – Forest Lake Restaurant

**Present:** June Johnson, Karen Lindgren, Rick Utech, Kent Koerbitz, Sherry Frick, Peggy Schagh, Brandon Sharp, Jim Millis, Mike Birkeland, Judy Nesvold, Margie Ritter, Sholom Blake, Michelle Rossi, Shannon Benolken, Linda Gibeau, Mike Iaizzo, Roger Hoyum

**Absent:** Amy Trast, Lilah Crowe, Cindy Feyder

**Chamber staff:** Bud Stone, Renee Thompson, Kerry Larsen, Carie Olds

Karen Lindgren, Chair, called the meeting to order and introduced guest speaker, Paula Frings.

### **GUEST SPEAKERS – PAULA FRINGS**

Paula Frings, of Cleveland Management and Consulting Group, spoke of the National Work Readiness Credential that the Chamber was awarded.

The National Work Readiness Credential measures workforce readiness in potential employees. The DEED Business Service Specialist office in the Chamber will be used as a testing site. Our Chamber will be only the second Chamber to receive such a credential Nationwide.

The Readiness Credential is a series of four tests that test situational judgement, reading, math, and oral skills. Employers will then be able to know the current skill level of a potential employee when being considering them for employment. A letter from the Chamber will accompany the Skills Credential Certificate that is issued after the assessment is complete.

The Chamber will be providing the office space and computer(s) for the testing.

Please contact Paula Frings with any additional questions. Her contact number is (218) 259-1215.

**ACTION:** No further action necessary.

### **APPROVAL OF MINUTES**

Mike Iaizzo made a motion to approve the June 25, 2007 meeting minutes. Michelle Rossi corrected the minutes to reflect that she was in attendance. Margie Ritter seconded the motion with the said correction. Motion carries.

**ACTION:** No further action necessary.

### **FINANCIALS**

The board reviewed the June financials and with no concerns, Michelle Rossi made a motion to accept the financials. Shannon Benolken seconded the motion, motion carries.

**ACTION:** No further action necessary.

### **BRANDING UPDATE**

Judy Nesvold gave the Board a brief update on the Branding initiative. There will be a three-day familiarization tour with NorthStar August 22 – 24, 2007.

**ACTION:** No further action necessary.

### **BIG BROTHER NEW MEMBER PROGRAM**

Updates were given from the board members who were able to make contacts with new members.

**ACTION:** Kerry Larsen will continue sending the board new members to contact.

### **CRAZY DAYZ**

Mike Iaizzo gave an overview of the success of Crazy Dayz and the Nick Live Show. Ten non-profit organizations were involved. Nine of the non-profits indicated that they were interested in participating again next year if the opportunity exists.

Approximately 2,800 children and adults were in attendance during the two shows.

**ACTION:** No further action necessary.

### **NEW BBS HIRED**

Bud informed the board that the new Business Service Specialist is - Marla Beaty. Marla will be starting on September 4, 2007.

**ACTION:** No further action necessary.

### **NOMINATING COMMITTEE**

Karen informed the board that she will be organizing a nominating committee, based on the by-law guidelines, to nominate the five 2008 incoming board members who will serve a three year term.

The board members whose term ends this year are: Shannon Benolken, Mike Birkeland, Margie Ritter, Linda Gibeau, and Kent Koerbitz.

**ACTION:** No further action necessary.

### **MEMBERSHIP COMMITTEE TRENDS**

The board members received a copy of the Membership Committee Trends Report. The report is a compilation of the results of the completed interviews.

Bud reviewed each page of the report with the board.

**ACTION:** No further action necessary.

### **DUES RECEIVABLE LETTER**

A dues -receivable letter was sent to all the businesses that have not paid their dues to date. The letter stated their membership will be cancelled as of August 31, 2007 if payment is not received by then.

Bud read the list of outstanding businesses and asked for board involvement in contacting these businesses regarding their outstanding dues.

**ACTION:** Those who volunteered to contact businesses should do so in the near future and be prepared to give an update at the next board meeting.

### **YOUNG PROFESSIONALS UPDATE**

Carie Olds gave an update on the Young Professionals group. Their next meeting will be on August 22, 2007 at the Fireside Bar and Grill.

**ACTION:** No further action necessary.

### **NEXT MEETING**

The next Board of Directors meeting will be at 11:30 a.m. on Monday, August 27, 2007 at the Forest Lake.

Jim Millis made a motion to adjourn. Margie Ritter seconded the motion; motion carries. Meeting adjourned.