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## Minutes

### Call to Order:

Meeting was called to order at 7:45 a.m.

Executive Board Members Present: John Hogan, Roger Colosimo, Terri Defina, Gary Childs,  
Patrick Mondro

Directors: Gary Butler, Diane Roest, David Murphy, Lannie Young

### Approval of Consent Agenda:

Diane asked for a clarification in the minutes under the General Membership comments to put the names of the people involved in the misunderstanding that Marilyn from the Resale Shop came to clear up. *Terri motioned to accept consent agenda. Patrick seconded. Motion passed unanimously.*

### Agenda Additions/Deletions:

John wanted to add Pumpkinfest Banners and signs.

### DEVELOPMENT DIRECTOR: Gene Bobic

Golf Outing update is provided to Board members. She has a lot of verbal "yeses". She is working on sponsorships from some larger companies. There are a few items for the auction, those are listed on the attachment.

Lannie asked what the policy is for advertising. His daughter, who works for Drs. Hamway and Stroster had called the office following the last newsletter because there was an insert in the newsletter from a competitor of theirs who is not a Chamber member. Laura explained to her when she called that this happened because they purchased a sponsorship package for Pumpkinfest and as part of the package they received a free insert in our newsletter. It was realized after the fact that this was going to be a difficult situation, but we had to honor the benefits that the sponsorship package came with. John explained all of this to Lannie. He said that after we discovered this it had already been decided that the packages would change to avoid this in the future; however, since we aren't doing Pumpkinfest, it has taken care of itself.

### EXECUTIVE BOARD REPORTS:

#### President – John Hogan

John presented the Board with a proposal to create a member referral bonus program which would give businesses/individuals a \$25 credit if they refer a business to the Chamber who becomes a member. Referral cards could be used, or just a form. A form could be put on the website also. Gary suggested to keep track of the credits on Quickbooks and John asked him if he could help Laura develop the process for that. John will write out the verbage for the program and it will be voted on at the special meeting next Tuesday.

Gary B. asked if Board members are eligible for this program. Gary C. felt they shouldn't be. Roger stated that Board members are also General members and if they are excluded from everything, why would anyone want to be a Board member? Roger felt it would be setting a good

example if members saw the Board members driving new members to the Chamber. Lannie asked “Why should we exclude members from this program just because they are Board members?” Terri felt that the only way this would be perceived as a negative is if someone goes out and talks about it in a negative manner, instead of focusing on the positive.

It was decided that Board members could be eligible for the program. ***Lannie motioned that a draft of the program be drawn up and we start promoting it now. The proposal will be reviewed and approved at the special meeting on Tuesday. Gary B. added to the motion that a \$25 credit be applied to businesses who refer someone who becomes a member. Roger seconded the motion. All were in favor.***

The details and examples of the enhanced website listing that we can provide from Accunet as well as the Online Expo that was approved several months ago, were discussed. Roger explained the differences in the two programs and stated that we could offer both options without direct competition to either. With the Accunet option members can expand their listing to be a full page with logo, descriptions, more information, etc. With the Online Expo, members would actually get a 3 page “mini site” and a link from our website would take people directly to that site. Diane asked what would be the advantage if you already had a website. Roger stated it is more for smaller businesses who do not have a website. Gary B. stated that having these two options will help our website to be considered a high quality site which will result in a higher ranking in the search engines.

Lannie asked if it would be possible change the name of the Online Expo to represent more of the Lyon Township area as well. It was suggested the name contain, “for the South Lyon Area”, similar to the Chamber’s name. Gary C. asked who gets paid for the Online Expo. Roger stated that it would be RPC as they are doing the set up and maintenance. An online expo listing would cost a member \$175 and the Chamber would get \$50 per listing back. Roger also suggested that we charge a minimal fee for the Accunet listing.

***Patrick motioned that we offer the membership a 3-tiered membership listing: Basic (free); Enhanced (\$20 – which would be the Accunet listing); and the Online Expo (\$175). Terri seconded the motion. All were in favor.*** Laura will get these options up and running within the next couple weeks and will inform the membership.

Trifold Marketing Brochure: Laura created a trifold marketing brochure which was given to the Board at last week’s meeting. A few minor corrections were made. Terri motioned to approve the content of the brochure with the corrections. Patrick seconded. All were in favor. Discussion on how to go about printing it. Gary B. suggested we buy some trifold paper and some color ink and print 100 of them and have Gene “pilot” them. ***Terri motioned to allow up to \$100 to be spent on paper and ink to print 100 brochures. Patrick seconded. All were in favor.*** Gary B said that our fax machine can print in color so he will work with Laura to print them. Laura also stated that she could print them at home from her printer.

Pumpkinfest Website: John stated that we are currently paying for and hosting the Pumpkinfest website and would be happy to continue to do this. Laura would make the updates. Diane said that Kristen Delaney from the City asked for the password to do the updates herself, but the Chamber will not give out the password to their website. Therefore, Diane stated that Kristen may just want to

put the Pumpkinfest site on the City website. Gary B. said that Accunet is willing to work out a deal in exchange for a sponsorship.

John stated that all the Pumpkinfest signs and banners that are in our storage room should be donated to Pumpkinfest. Gary B. motioned to donate all Pumpkinfest signs and banners to Pumpkinfest Committee. Lannie seconded. All were in favor.

John asked Diane and Gary C. why it said in the Pumpkinfest minutes that the Chamber was not going to participate in Pumpkinfest at all. Diane stated that she has e-mails from John and Jen Wilson has told her that the Chamber will not run Pumpkinfest. John clarified that we are NOT running Pumpkinfest, but we were planning on participating. We have offered to do the craft show, continue to host the website, run the scarecrow contest, and everything we offered to do was declined. John asked that anything that is said to be representative of the Chamber Board's position come from Terri who is our representative on the Board. John stated that at no point did anyone on this board say that we aren't going to be involved. Diane said that they could use help with volunteers for the inflatables.

Membership Audit Report: Laura prepared a report following the membership audit she completed. Members were called to verify number of employees and this report reflects all the changes that would take effect based on the changes in numbers of employees. The only real discrepancy that was found was whether a second business' ½ price is ½ of the first business, or ½ of the second business. ***Gary B. motioned that it be ½ of the lesser value. Patrick seconded, all were in favor.***

Discussion about whether to do these audits yearly or do it on a monthly basis as each member's renewal comes up. ***Gary B. motioned to institute a policy of contacting members prior to their renewal invoice being sent out (beginning July 1, 2009, since everyone was just called), and adjust their bills accordingly based on the number of full time equivalent employees. Diane seconded. All were in favor.***

Bylaws Changes: Lannie proposed to change the bylaws to state that if someone wants to abstain from voting on something, they need to get a motion and an approval from the Board to abstain. Davie Murphy stated that if a Board member feels a person should abstain from voting, they can motion for that as well. ***Lannie motioned that he will work on the language for this bylaw change to state that a motion and approval is needed in order to abstain. Patrick seconded. All were in favor.***

Last month the Board decided to make a change to the bylaws regarding allowing new membership to begin as soon as payment is made. This change will need to be written out as well. It was brought up that any changes to the bylaws need to be presented to membership 60 days prior to a vote.

State of the Chamber Meeting: Gary B and John will meet regarding the content for the meeting. John asked for input from the others. Roger would like to see a Chamber member who has benefited from the Chamber to speak.

Community Awards Banquet: A report was presented. There are 35 reservations as of yesterday. The plaques have been ordered from Parkside. Congressional tributes have been requested and are on the way. All presenters have been contacted. Programs will be copied here in the office.

Discussion on whether to order flowers for the award recipients and for centerpieces. Dave suggested that maybe next year we ask businesses to create one centerpiece which could showcase their business as well as provide unique centerpieces. *Gary B motioned to spend up to \$50 for flowers for the award recipients. Patrick seconded. All were in favor. John motioned to order flowers for centerpieces not to exceed \$100. Terri seconded, all were in favor. Terri will go see Brian Bak regarding this.*

Community Development: John stated that as part of the mission statement the Board created at a previous meeting, one of the goals was to try to work closely with the schools. Laura has made contact with the Career Facilitators at the high schools and there is a lot of interest on their end to try to come up with a program to help kids with mock interviews, resume writing, Career Fairs, etc. Laura was given the go-ahead to meet with them and proceed.

**Vice-President – Terri Defina**

A job description was presented to the Board. John Hogan and Laura were asked to leave the meeting. After some discussion, Gene was also asked to leave the meeting. Following further discussion, *Lannie moved to table the discussion until next Tuesday and asked for further information be provided to the Board, Terri seconded, all were in favor.*

**Vice-President – Finance – Patrick Mondro**

No updated report on the budget was provided. *Gary B. motioned to table budget discussion until the meeting next Tuesday, Roger seconded. All were in favor.*

Gannett Bill: The bill for the Taste and Business Expo booklet is over \$2700. Laura asked whether we should make payments. John will have Patrick call Gannett to arrange this.

Outstanding membership invoices – as listed on consent agenda

**Vice-President – Membership – Gary Childs**

New Members for March/April – see consent agenda

Non-Renewing members – see consent agenda

**Director at Large – Roger Colosimo**

Roger would like to make a presentation to the Board regarding the revenue from the Chamber Directory. Lannie asked if we could table it until next month's Board meeting. Roger agreed.

**ADJOURNMENT:**

Meeting was adjourned at 9:55 p.m.

Next regular meeting is May 19 at 7:45 a.m.

Respectfully submitted,

Laura Hogan  
Office Manager