



Mission Statement

The Indian River Chamber of Commerce is organized for the purpose of encouraging economic development, while promoting and preserving our natural resources; fostering integrity, good faith, and equitable principles in business.

Annual Meeting
12/21/17
CNB – 9:30am

AGENDA

Welcome	President
Introduction of 2017 Board of Directors	President
Treasurer's Report	Treasurer

2017 Year in Review

- Chamber Overview President
- Executive Director Debbie Willey
- Events Debbie Willey
- Ambassadors Debbie Willey
- Marketing Debbie Willey
- New Board Members -
Chris Kindsvatter – Ben Kolly – Jim Purtil – Ryan Lutz – Mike Maves – Brad Jacobs –
Jeff Comps – Heather Lee

Open Discussion

Adjournment:

Indian River Chamber of Commerce

2017 Year in Review

Chamber 2017 Summary

- Annual Income- \$147,276.74
- Board of Directors
 - President- Sid VanValkenburgh – Seasons of the North
 - Vice President- Darren Vizina – Berkshire Hathaway
 - 2nd Vice President – Paula Mapes
 - Secretary- Chris Kindsvatter
 - Treasurer- Jeff Comps
 - Jim Purtil – Fay Martin Resort
 - Ben Kolly – Xcel Physical Therapy
 - Mike Maves – Huron Distributor
 - Ryan Lutz – Christopher’s Restaurant
 - Brad Jacobs – Inland Lakes Superintendent
 - Heather Lee – Indian River Golf Club

- Committees
 - Events
 - Marketing
 - Ambassadors

- Full Time Staff
 - Debbie Willey - Executive Director

- Part Time Staff
 - Cindy St.Germain – Administrative Assistant

- Membership:

<p>246 Total Members</p> <ul style="list-style-type: none">○ Full Members – 121○ Associate Members – 60○ Dual Members – 52○ Secondary Members – 9○ In-Kind Members – 4	<p>24 New Members</p> <ul style="list-style-type: none">Full Members - 17Associate Members - 3Dual Members - 4Secondary Members - 0
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Executive Director

The Executive Director is the Chief Administrative Officer of the Chamber of Commerce. She is responsible to the Board of Directors for the full range of operations associated with the Chamber of Commerce.

Executive Director 2017 Summary

- Communication – Members
 - Weekly E-Newsletter
 - News E-Blasts
 - On-Site Visits
 - Community Events
 - Media Relations
 - Chamber Social Media Accounts
 - Frequent interviews in local papers/radio
 - Indian River Resource Guide

- Meetings Attended (in addition to Chamber meetings)
 - Northern Chamber Alliance – Quarterly Meeting
 - Indian River Township Board Meetings
 - Indian River DDA Meetings

Events

Events 2017 Summary

- **Indian River Winterfest**
- **Spring Fling**
- **27th Annual Awards Dinner**
- **36th Annual Summerfest**
- **36th Annual Craft Show – 150 vendors 2200 attended**

Ambassadors

The Ambassadors Committee vision is to promote and support the businesses and civic communities in the Indian River area and to nurture positive business and community growth. Ambassadors serve as the official membership and public relations arm of the Chamber.

Ambassadors 2017 Summary

- 10th Annual Indian River Community Pride Day
 - Paid Street Sweeper
- Hosted Business After Hours
- Offered Free Business Counseling through NLEA
- 4th of July Parade
- Rhythm on the River Concert Series
- Provided Services to Members – E- Blasts, Membership Labels, Bulk Mailing, Notary Service

Marketing

The Marketing Committee Guides the Chamber's marketing and promotion efforts to fulfill the Chamber's mission of effectively communicating with the region, community and potential visitors about the assets of Indian River.

Marketing 2017 Summary

- Collaborate with Straitsland Publishers on 2017 Vacation Planners/ Chamber Directory
- Maintained and enhanced #1 Hit Website
- Promoted members on Facebook with post and event shares to our 2100 + followers
- Published an area Calendar of events.
- Promoted Events through Michigan Festival and Events
- Promotions and interviews on Radio Stations
- Published Ads in a Variety of Regional Media
- Maintained Billboard on Northbound I-75 advertising Indian River
- Sold Indian River Can Cozies, Waterway Maps and Indian Riveropoly games
- Rack Cards distributed to Welcome centers

Action Plan for 2018

- Utilize Options for Marketing Outside of State through collaboration with Great Up North Initiative
- Promote shopping locally
- Continue Branding “ Indian River”
- Further promote Indian River on Social Networks
- Increase Educational Opportunities for Business Members
- Modernize Website while maintaining Search Engine Optimization
- Promote our trail systems to users with an extra focus on ATV/ORV
- Continue to work closely with NLEA and Business Opportunities in Indian River
- Open Communication with all members
- Identify and market incentives for businesses to move to Indian River
- Bring focus of Chamber to what is important to our members
- Enhance Social Media Outreach
- Offer More “ Value” to our members through workshops, promotions and partnerships
- Build up Chamber committees

