



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
12/19/19
Chamber Office – 8am

AGENDA

Welcome	President
Introduction of 2019 Board of Directors	President
Treasurer's Report	Treasurer

2019 Year in Review

- Chamber Overview President
- Executive Director Debbie Willey
- Events Debbie Willey
- Ambassadors Debbie Willey
- Marketing Debbie Willey
- Board Members -
Darren Vizina – Michelle Miller – Bob Gladkowski – Corey Crowell – Kip Ploeg –
Maria Proffitt – Alissa Klinger – Brad Jacobs – Brad Hanel

Open Discussion

Adjournment:

Indian River Chamber of Commerce

2019 Year in Review

Chamber 2019 Summary

- Annual Income- \$134,727.42
- Board of Directors
 - President- Darren Vizina – Berkshire Hathaway
 - Vice President
 - 2nd Vice President
 - Secretary
 - Treasurer
 - Michelle Miller – CNB Bank
 - Bob Gladkowski – SNP Title
 - Corey Crowell – Indian River Golf Club
 - Kip Ploeg – Air North Communication
 - Brad Jacobs – Inland Lakes Superintendent
 - Maria Proffitt – Christopher’s Café
 - Alissa Klinger – M & M Plumbing
 - Brad Hanel – Northern Michigan RV
- Committees
 - Events
 - Marketing
 - Ambassadors
- Full Time Staff
 - Debbie Willey - Executive Director
- Part Time Staff
 - Cindy St.Germain – Administrative Assistant

- Membership:

246 Total Members

- Full Members – 159
- Associate Members – 67
- Dual Members – 33
- Secondary Members – 9
- In-Kind Members – 8

54 New Members

- Full Members - 42
- Associate Members - 1
- Dual Members - 2
- Secondary Members - 9

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 2019 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
 - Invest Cheboygan County
 - NLEA (Northern Lakes Economic Alliance)
 - Michigan Chamber Association
 - Indian River Township Board Meetings
 - Indian River DDA Meetings
 - Leadership Cheboygan County

Events

Events 2019 Summary

- **Indian River Winterfest**
- **Spring Business Expo**
- **Annual Summerfest**
- **Annual Christmas Craft Show – 138 vendors 1995 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 2019 Summary

- 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 2019 Summary

- Collaborate with Straitsland Publishers on 2019 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 area Shirts and Hats, Waterway Maps and Indian Riveropoly games
- Designed and printed new Folders to promote members – will be distributed at Business Expo-Golf Show-Annual Hire Event-Mailed out to visitors requesting info from area
- Rack Cards distributed to Welcome centers

Action Plan for 2019

- 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

