

**REMER AREA CHAMBER OF COMMERCE  
MONTHLY MEETING MINUTES  
JANUARY 13, 2015**

**OFFICERS PRESENT:** Bob Stoeckel, Julie Stoeckel and Kim Archer

**MEMBERS PRESENT:** Alicia Burgers, Su Ugstad, Cheire Frick, Dan Russell, Shane Dugan, Brynn Winger, Pat O'Neil & Jean Olson

- Meeting called to order at 5:00 pm by President, Bob Stoeckel
- Additions and approval of agenda
- Motion to accept agenda

**M/S/P J Stoeckel/S Ugstad/Passed**

- Meeting minutes from the last meeting were looked over
- Motion to accept minutes

**M/S/P P O'Neil/J Stoeckel/Passed**

**FINANCIAL REPORT:**

- Julie submitted the financial report
  - The First National Bank bake sale during the Christmas Crawl raised \$200 for the Chamber – Thank You every one who baked or purchased cookies!!
  - Su Ugstad has started removing unpaid members names from the website
- Motion to accept the Financial Report

**M/S/P S Ugstad/P O'Neil/Passed**

**LIBRARY REPORT:**

- Jean Olson gave the following report:
  - The heat in the Library is now set on 70 degrees
  - They are putting in new bookcases for the paperbacks – hopefully making more room

**OLD BUSINESS:**

1. Santa Update, Jean Olson:
  - Santa numbers were lower this year; there were 19 children. They all got their pictures taken with Santa, each received a bag of goodies and an age appropriate book
  - 5 scooters were donated and raffled off to the children who came
2. Fish House Raffle Update, Julie Stoeckel:
  - Dave Stefan won the fish house
  - \$1005 worth of tickets were sold or 201 tickets after costs \$490 was profit
3. Christmas Crawl Update Cheire Frick: Overall, the 2014 Christmas Crawl was a success again this year. Feedback from both business owner's and customers was all very positive and encouraging. There were just a few concerns that need to be addressed.
  1. A couple of businesses had ice in front of their shops, which is a safety concern for all who are walking on the sidewalks during the crawl. Next year, during the pre-crawl visit, I will encourage retailers to salt their sidewalks prior to the crawl to avoid any slip and fall accidents.
  2. It was suggested that we extend the Christmas Crawl hours from the times of 4pm-8pm, instead of the current 5pm-8pm. I would like to keep the hours the same, as this limits the time the store specials will be available and it is a good marketing technique overall, to get people to participate for 3 hours only. There was one individual who, because of her age, was concerned about walking about in the dark. I will speak to her and next year, I certainly can arrange transportation and assistance to any elderly individuals who would like to participate.
  3. There were some wonderful ideas proposed for new activities for the Christmas Crawl. Any activity that is added to the crawl should support the overall goal. (See below).
    - A. Remer Christmas Crawl: The Remer Christmas Shopping Crawl takes place approximately 1 week prior to Christmas during the hours of 5pm-8pm. It is a fun, social approach to draw customers from the Remer area and surrounding communities to shop and support Remer

retailers and businesses. The crawl centers on the idea that buying from our small independent retailers gives shoppers a more unique and personalized experience.

- B. Goal of the Crawl: The overall goal of the Remer Christmas Crawl is to give local business owners a boost in sales during the Christmas Season, and to increase awareness of what our little community has to offer.
4. There were a few individuals that had questions about our prize drawings. So, I would like to review what prize drawings are and a few legalities.
- A. Prize Drawings: Prize drawings are simply a marketing technique to draw customers into each store and to promote our individual goods/services that each store has to offer.
- B. Legalities: There are both state and federal laws that prohibit the requirement of a purchase or payment of any fee in order to enter a prize drawing. In Minnesota, the State Attorney General's Office states that if we charge a fee or if we require a store purchase in order to register for a prize, it is considered a "lottery." Minnesota Statutes 609.75 and 609.755 make it illegal to sell a chance to participate in a lottery unless we have the legal license to do so.
- C. Legal Questions Regarding Prize Drawings and Lotteries: Individuals who have any further questions about prize drawings or lotteries, or need clarification can contact the State of Minnesota Attorney General's Office at: **Office of Minnesota Attorney General Lori Swanson Telephone: 651-296-3353 or 1-800-657-3787**

Thank you to all who participated in the crawl and made it a success. I look forward to next year's crawl and will be open to hearing any new ideas for the December 2015 crawl.

- o The Chamber also wants to thank Cheire Frick for all her hard work and Everyone who participated in this year's Christmas Crawl
  - o Also the prize money for the best decorated businesses was cancelled due to not every business receiving a bag for voting – just bragging rights this year.
  - o There was no advertising for the decorating contest either; some businesses were unaware that it was even going on until the day of the crawl
  - o The Chamber apologies, it was an unintentional oversight
4. Dog Sled/Festival of the Falling Snowflake Update, Bob Stoeckel:
- o Worried there will not be enough snow and the races will be cancelled
  - o So do we continue with the Festival or just have a chili feed with a bon fire, hayrides, kid's games, etc.?
  - o Is the Pub having their vintage snowmobiles?
  - o Would Businesses be willing to have sales "Sweet Heart Deals" It is Valentine's Day
  - o The Pickled Loon Saloon is supposed to open sometime in February
  - o Su or Julie will check on how many hats are left and getting more made
  - o First National Bank will make signs
  - o Jim and MaryAnn will volunteer to help out again
  - o Committee formed: Julie, Alicia and Su
5. Shane/School Update:
- o There is a meeting set up with the new Superintendent at the end of January
6. Decorating/Flag Committee Update:
- o The light poles will have electricity installed and it will be low enough for Christmas lights and Harvest Festival
  - o Gary Passard is making flag holders
  - o February meeting the type of flags will be decided – the American Flag will be one of them

- Lake Country Power will hang the lights on the poles and will pay for half the cost of new LED lights

- Motion to accept Old Business:

**M/S/P P O'Neil/D Russell/Passed**

**NEW BUSINESS:**

1. Resending application/membership letter to those who have not paid dues:
  - A reminder letter and application will be going out this month
2. Destination Magazine Ad Update:
  - A. Full page Ad is \$2,000: when you purchase one full page you get another page of information about Remer and the surrounding area. The Chamber is hoping for 2 pages of ads and our calendar of events listed – The Chamber will help pay for the ads. The magazine comes out in April
  - B. Need to Form a Committee: Su will check with the Resorts and Bob & Pat will check with the businesses, Jean will help also
  - C. Deadline January 28: just need a Yes or No

- Motion to Advertise in Destination Magazine

**M/S/P J Olson/P O'Neil/Passed**

3. March – Saint Patrick's Day Ad:
    - Bob will be coming around to check with each business about putting an ad in the Pine Cone
  4. Easter is Sunday April 5<sup>th</sup>:
    - The Easter Bunny will be at the Library this on Saturday March 28
    - They will check with Renee and Katie to see if they want to help
  5. Kids Day:
    - Cheire would like to do something during the summer – June – just a one day event to get families into Remer to see what we have to offer – more on this to come
- Motion to Adjourn:

**M/S/P P O'Neil/D Russell/Passed**

**NEXT MEETING 5 pm:  
February 10th  
At The Depot**

Submitted by:  
Kim Archer  
Chamber Secretary

Harvest Festival Meeting to Follow the Chamber Meeting