

## Southport Business Association Meeting Minutes

09 August 2016 – 8:00 AM  
McClelland Catering Room

### Attendance:

Lori Jones – Jones Bookkeeping Services  
Karen Harris – Massage by Karen  
Alison Conklin-Devita – Chemung Canal Trust Company  
Missie Grover – Chemung Canal Trust Company  
Glen & Betty McClelland – BGM Realty Management  
Nichola Ostrander – Town of Southport  
Lois Wood – First Heritage, FCU  
Tom Holleran – Tom Holleran's  
Dan Williams – Williams Construction  
Tiffany Millerd – Fagan Engineers & Land Surveyors P.C.  
Jane Joralemon – Southport Historical Society

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- **SBA Meeting Minutes:**
  - Review of last month's minutes
    - Minutes approved
  
- **Southport Recreation Association (SRA) Softball tournament:**
  - Fundraiser for SRA to get new equipment – Fun Fest, August 20
    - SRA has teamed up with several businesses to sponsor event
    - Same day as strong kids safe kids, but that should not pose an issue with attendance. A lot of interest in Fun Fest.
  - \$50.00 per table to participate as a vendor
    - Businesses can hold raffle
  - Tickets – Kids are free, Adult tickets are \$10.00
    - \$10.00 does not include vendors or food. Ticket price covers games, waterslides, bounce house and train ride
  - Promoted through fliers, Facebook, radio, newspaper...etc.
  - Contact Rob Ostrander if interested in setting up booth
    - Cell number 607-329-9965
  - All potential vendors need to fill out insurance form
    - A Health Department certificate with Chapel Park indicated if vendor will be providing food
  - Opportunities for SBA to become involved
    - Raise awareness for Southport as a whole
    - Pine City Street of Sales – people do not consider Pine City as Southport
  
- **Financials:**
  - Rummage sale money deposited
  - No money spent this month
    - Status quo
  
- **Spotlight business: Jones Bookkeeping Services, LLC.**
  - Lori Jones - Accounting and Tax Preparation background overview. E-mail: lorijonesbookkeeping@gmail.com
    - Started business in 2001
    - Started through a search of businesses in the 14904 zip code.
    - First three clients were from a deceased bookkeeper.
  - Mainly focuses on Southside, but now has clients Nationwide
  - Most business through word of mouth and referrals

- Wide variety of services offered - accounting, small business accounting, business startup, incorporation, LLC, accounts receivable, accounts payable. Debt counseling, debt negotiating...etc.
    - Consumer Services
      - Bill Paying
      - Budgeting Plan Preparation
      - Consumer Debt Counseling
      - Credit Repair
      - Debt Negotiation
      - Debt Reduction Plans
      - Quicken Generated Income and Spending Reports
    - Accounting Services
      - Accounts Payable
      - Accounts Receivable
      - Accounts Collection
      - Audit Assistance
      - Bank Reconciliation
      - Cash Flow Planning
      - Financial Statements
    - Tax Services
      - Audit Assistance
      - Individual, Sole Proprietor, Partnership, and Corporate Tax Preparation (Including LLC's and LLP's)
      - E-File Tax Returns
      - Direct Deposit Refunds Into Your Bank Account or Direct Debit Money Owed From Your Bank Account
    - Payroll Services
      - Annual Payroll Tax Return Preparation and Filing
      - Direct Deposit of Paychecks
      - Federal and State Tax Deposits
      - Federal and State Tax Return Preparation and Filing
      - Form W-2, W-4, 1099, and New Hire Reporting
      - Payroll Reports
      - Retirement Plan Reporting
      - Track Employee Vacation, Sick Days, and Personal Days
      - Weekly, Bi-Weekly, Monthly Payroll Processing
  - Soon to be applying for MWBE status
  - Most business comes in as referrals
    - Offers referral discounts for new clients.
      - 10% discount
  - Also handles retirement, moving out of the area...etc.
- **Membership:**
    - SBA membership, 21 members total
      - New members
        - Vasco, and Steve's Body Shop.
    - Membership window clings
      - \$90.00 for 50. 1 to 2 weeks to have them produced.
      - Under 25 left from 2015 membership drive
      - Window clings can be sent with welcome letter to new businesses
  - **What are the true benefits of the SBA?**
    - A community-networking group for local businesses.
      - We need to look at what is the benefit we are providing?

- We need to encourage investment in our community.
  - Can there be a 5% discount for SBA members?
    - Pudgies offers at 10% discount for SBA members, for dine in
      - Pudgies is not a member because last year there was an increase in membership dues to 45.00
        - We can offer a discount to Pudgies to bring them back to the membership.
  - List of people who have not renewed from last year.
    - List of past members is provided in email from Lori.
  - Tom proposed a stand-alone meeting to review past members who no longer belong, and to figure out ways to bring the members back.
    - What are the benefits?
    - What do you want as a benefit?
      - Community effort, learn about local businesses, and local people.
      - Devote one meeting to what we can do to make our membership better.
  - Enhance the quality of life in the town of Southport.
    - Neighborly sense of community.
    - Work on membership to build more funds.
      - Just doing little things with businesses can make a huge difference
      - Host a big event, incorporating businesses, and drawing people in, i.e. sidewalk sales
      - Look at business, what can they offer, and how to leverage from that
  - Raise awareness of all of the local business
    - Offer ribbon cutting for new businesses
    - Congratulations on being in business for 15 years...etc.
  - Help us help you
    - Establish a strong foundation. What do we have to do to grow?
      - Face-to-face follow-ups
    - Next meeting, brainstorming ideas for getting new members
- **Trunk or Treat**
  - Next community event at Chapel Park.
  - Waiting on date from Dave Ellis.
  - Individual business can participate with their vehicles for advertising
    - Plan for 600 kids.
  - Sell hotdogs for SBA fundraiser? Popcorn...Culligan (Jim) for water? Chemung Spring Water (John Bacon)
- **New Business**
  - Hang a SBA banner at Chapel Park?
  - Rob Ostrander is trying to get a sign on the side of the rec building for sponsors.
    - Chapel Park is most trafficked location in Southport
  - Elmer Goodwin Park
    - Popcan Fun Run?
  - Letter from IRS on non-profit 501(c)(6) they have received application, and they will review and request additional information within the next 90 days.
  - Bring list of members to next meeting,
  - Banks may be willing to distribute membership fliers.
  - REDEC guest speaker at the next meeting. Small business loans, Shovel Ready programs. Helps businesses grow. Referral partnership with local banks.

- Nicola – Dave Sheen, Southport Signage. Something to think about. Come up with design for sign.
  - Jeremy Hogan (not an SBA member)
  - SBA cannot be included.
  - Three signs and where you want them.
- Southern Tier Meetup at Barnstormer on 24 August 2016
- **Christmas Land**
  - Meeting review:
    - Christmas Land – David Sheen and town attorney
    - David said, try to find a pro bono lawyer
    - Enhance a five-year plan for Christmas Land. Commitment over a five-year period. Location has never been mapped out.
      - FE used a drone to map it out.
    - Nativity scene, if you go commercial it is very expensive. The city of Elmira had a nativity scene in Windsor Park, and they were told to take it out for religious reasons.
      - Meeting with fire department, to find out if the property is private