

Southport Business Association Meeting Minutes

12 April 2016 - 8:00 AM

McClelland Catering Room

Attendance:

Lori Jones – Jones Bookkeeping Services

Dan Williams – Williams Construction

Tiffany Millerd – Fagan Engineers & Land Surveyors P.C.

Tom Holleran – Tom Holleran's

Michelle McClelland – BGM Realty Management

Lois Wood – First Heritage

Jane Joralemon – Southport Historical Society

Kit Gooshaw – Lighthouse Liquors

Review Meeting Minutes from 08 March 2016:

- Nicola – 5013c
- Christmas Land
- Easter Egg Hunt – lost ticket baskets turned in
 - Lori found one lost ticket owner
- Pine City Street of Sales
 - Nicola to submit advertising two weeks prior to event
- Plaque for Lee Dowd
 - Pastricks – SBA Years of Service Award
 - Mockup
 - Town Newsletter
 - Kit completed
- Rob Olthof would like next SBA Meeting to be held at his location.
 - He has services that people are unaware of - pet memorial...etc.
- Street of Sales needs amending in Minutes
- Nicola recommended Approved Meeting Minutes to be sent via email after meeting, as well as posted to the website.
- Dan wants Meeting Minutes sent ahead of time to meeting, Minutes to be printed and brought to meetings for review.
- Minutes Approved
- Intro Nicola Ostrander – Economic Development Specialist
 - Personal summary of background
 - Masters and Bachelors
 - Grant Writing experience
 - Reaching out to business owners
 - New Revitalization Grant
 - Main Street Grant
 - REDC
 - Working with individual business:
 - Olthof – Solar panels
 - Looking for grants for Southport businesses
- Looking to bring new business in and help with job growth:
 - Contacting each individual business to see how she can help
 - Town is looking for her to say, “What can I do for you?”
 - She will be distributing a questionnaire and looking for feedback via email if face-to-face meetings are not an option
 - She has had good feedback so far
 - Trying to make it easier for businesses to be found through town website.
- She mostly drives through Southport for face-to-face contacts

- Dan would like SBA Members to be contacted first and for Nicola to encourage businesses to join the SBA.
- Nicola has reached out to approximately 30 businesses and made a point to stop in support the local businesses.
 - Utilized businesses and supports businesses
- Recommended that Nicola draft a short introduction letter on Town Letterhead.
 - Perhaps a handout to distribute, plus a follow up letter three months down the road to show that she is making headway in the community.
- New Insurance Renewal came in – 302.00 for liability insurance, Lori to pay
- Application for 5013c came in
 - ID Numbers may not have to be changed for funds
 - Business organization
 - Dues and donations – source of funding
- Membership Application
 - One flat rate for everyone Southside of the River
- Kit – Membership Benefits web – more information about Internet, Facebook, LinkedIn...etc.
 - Add Facebook icon, make website address bigger.
 - More space to fill in Membership Fee - an extra line for space to write?
- Approach to membership drive
 - Do we want to email to current members?
 - Mail to non-member businesses?
 - Todd checked the cost on printing
 - What is the cost?
 - Bulk Rate for mailing newsletters
 - Dan - .19 a piece
 - Color print
 - Glossy paper
 - Call businesses for email address?
- Can Nicola setup LinkedIn and Twitter
 - Benefit for meetings
 - Check In with Facebook
 - Tweet meeting information
 - Tweet sales information
 - What promotions are going on?
 - Business spotlight
 - Facebook, Twitter
 - Promotion
 - Events on YouTube
 - Take videos
 - Facebook Live
 - For people to review
- Post event on our facebook page so we can see the results
 - Market the businesses and get the SBA marketed
- Dan - Can Nicola setup and get things running ?
 - What do we need to provide for updating social media?
 - Lori to facilitate Burt for access to Facebook
 - Facebook files
- Do we want to setup one business each week?
- Tom suggests we give it 30 days to think about what types of information to go online.
 - Nicola will be available next meeting for further discussion.

- Board to approve membership flier via email
- Consider Business Mixers for SBA to get people involved?
 - Improved face-to-face for community involvement
 - Emails are not being read or received
 - Personal connection
- Business before business?
 - Are we limited because of mom and pop businesses?
 - For smaller size?
 - Are we shooting for the moon?
 - Getting more people?
 - Run it like a politician?
 - Must do the footwork
- Dan - Businesses do not have the bandwidth, but Nicola can help us by knocking on the doors to get our name out there.
- Next month, Street of Sales
 - Designate street of sales
 - Girl scout troop may be able to collect money
 - Tee shirts made for SBA – for donation collectors
 - Reusable and cost effective
 - Kids need service projects done, so it would help the scouts earn badges and the SBA donations are collected.
- Kids and officers to wear tee shirts
 - Karen Brown from Girl Scouts
- Joan Burrows with Boy Scouts
- To Do:
 - List of businesses to Nicola
 - Finish flyer
- Next SBA Meeting - Olthof's for 8am Tuesday May 10.

Meeting Adjourned – 9:16 AM