

Southport Business Association: February 9, 2015

Present: Todd McClelland/Burt Beebe/ Lori Jones/ Dan Williams/ Dave Ellis, Southport Parks and Recreation Director.

Old Business:

We talked about the advertising pamphlet listing SBA members. It was discussed that there is a need for more businesses to join to produce a more complete pamphlet.

Lori Jones will post face book reminders of upcoming meetings.

Todd McClelland will send a mass email to members reminding them of upcoming meetings.

Burt Beebe will post monthly meeting minutes on the website.

Discussion:

Reviewed the business listing provided by Dan Williams.

Discussed the number of businesses there are in Southport, and how we should market to them.

Lori Jones is going to create a flyer to enclose with membership forms listing the benefits of being a member of the Southport Business Association.

We talked about splitting the list up between current members and approaching the businesses in person.

New Business:

Dave Ellis briefed us on the Southport Easter Egg Hunt. He said he would appreciate any help we can give. The event will be held on Saturday, March 28th at 11:00 am. Notices go out to the schools and are posted around town. The event will be split by age groups to make it fair for the younger kids. There will be 5 age groups (3 & under, 4 & 5, 6 & 7, 8 & 9, and 10-12). There will be games, refreshments provided by the Southport Kiwanis Club, and helpers from the Southside Builders Club.

Lori Jones suggested that the SBA provide the Easter Baskets for the kids who get a raffle ticket in an egg. It was discussed that we would provide 2 baskets for each age group. Kit Gooshaw will be designing the baskets.

It was also discussed that SBA members are welcome to bring pamphlets, flyers, and coupons to community events for display and distribution as a means of free advertising. A raffle of products and services was another idea for increasing business and exposure for members.

The Pine City Rummage Sale was discussed as a fundraising opportunity for the Southport Business Association and also as a way to get our name out into the community. We talked about setting up a table with our banner to encourage new membership. There will be more discussion to come in upcoming meetings.

Next meeting is March 2, 2015 at 7:00 pm at the McClelland Catering Room.