11/15/10 GABA Board Meeting Minutes

Present: Ronda Hall, Jan Earl-Woods, Sue Hefner, Barb Hogarth, Tim Simpson, Rick Vojvodic, Kathy Stanton, Becky Carten-Crandell

Meeting called to order at 6:35 pm.

Minutes: October board meeting minutes approved

Membership: 24 members have rejoined for the 2010-2011 membership year.
Ronda suggested we form a membership committee to try to solicit new members. Jan will chair the committee. Also, there appears to be some confusion in the community about the difference between the Community Center and GABA. We will consider formulating a letter to be sent to former members and potential new members that explains the benefits of membership in GABA, as well as the fact that we are a *business* organization that is different from the Community Center.

Correspondence: After Five Networking Event notice from Fennville Chamber. Salt of the Earth is sponsoring tomorrow's event.
Flywheelers sent notice of its Christmas event on Dec. 3 and 10. 269-639-2010 or www.michiganflywheelers.org
Ed and Kelly Gregory emailed a note about how much they enjoyed the October social, and how much they learned about GABA, the Glenn Square, and local business via the social.

Township/Fire Dept: The fire dept. is having its Christmas event at its next meeting.

The Glenn Square: The committee has not met for a very long time, so we need to find out if the current members wish to continue participation, or if the committee needs to send an email to the membership to see if other members would like to help. Currently, Rick is chairman, and members are Sue Hefner, Kay Conklin, Vicki Amberg, and Leslie Hallgren. There are many issues to consider, and the goal is to have the committee meet to discuss and formulate a plan/proposal, then report to the board vs. having the entire discussion at the board meeting. The park is a "gift", so to speak, that GABA has provided for the community, but it should not be the focus of our organization, and park issues have been taking up a significant amount of time at board meetings. Also, now that we have some "earmarked" park donations coming in, there needs to be tighter monitoring of the monies pegged for the different areas.

Some issues for the committee to consider: **1)** Should there be a separate bank account for the park. At present, all GABA monies are in one account, with a separate accounting of GABA general funds vs. GABA park funds. The park money will still be GABA money and dispersed through GABA, with its approval, but will a separate account make things easier going forward? **2)** Should we have a form that people/groups need to complete before using the park for an event? Time line for set up and take down, clean up rules, etc. We have sprinkler heads to protect, we want to keep the park clean, and GABA holds the liability insurance, so we need to know what's going on if it's something other than general use. Should there be a fee if the park is not cleaned up, or decorations etc. are not cleared out in a timely manner, or if sprinkler heads are damaged? Basically, a "rules of engagement" for park use. We could post the form on the website. **3)** We would like to have the park committee take over the socials. Securing hosts, deciding if we want to expand them as far as amount/types of food/drink or do we want to scale them back a bit. Some people have expressed concerns about having alcohol at the events. Should that continue? The socials started as a kind of pot luck event, then morphed into the

host supplying pretty much everything. Do we want to continue with that? Should refreshment monies be taken from the park fund? Should it be the host or pot luck? Does there need to be marketing for these events, or should we continue with email and word of mouth? **4)** Distribution and collection of the park donation cans. The cans have not yet been collected this year, and businesses are complaining that they're full. Someone on the committee needs to be designated to monitor those through the year. **5)** Park cleanup and planting days. They have been sporadic and poorly attended. How do we better advertise these "events" to get people fired up to help spruce up the park? **6)** Formulate long term and short term goals. Planting, general maintenance (grounds, tables, benches, trash removal, porta potty, sprinkler system etc.). Do we need to schedule regular maintenance on the benches and tables, regular days for someone to check the trash, etc. Structures....covered area, kiosk, some sort of decorative fence or something to "hide" the porta potty. Can we get a plan of where we want to go with our donations? **7)** Rick has been doing mowing and maintenance gratis for some time. Should he submit some sort of monthly or quarterly document anyway so everyone knows what's being done, and that he's donating his services, if he chooses to continue to do so?

The park socials discussion led to a discussion of sending thank you notes for donations. Several people give larger donations in the jar for the socials, but do we want to have to send thank yous for all? This could become a burden. We appreciate all, but it was decided to write thank yous for specific and larger gifts, but limit notes to those. Shoreline Realtors sent a 100.00 donation for the park after the social at the Glenn Manor. Molly Sylvester donated 1500.00 to the park fund for money raised through sale of the Glenn poster. Cheri Brenner donated 500.00 of her commission from selling Don Maxwell's house. Her donation is toward a covered structure with a plaque at the park

Becky Carten-Crandell has volunteered to put the new park flag at 1/2 staff on those days that it should be lowered. Thank you, Becky.

Website: Tim is chairperson. Vicki Amberg, Jan, and Terese Orban are the committee members. Again, we need to ask if these people wish to continue, or if other members would like to contribute. Kathy Stanton volunteered for the committee.
The traffic on the website is not what it should be. The committee needs to discuss improvement. Ads that members can post on the website: Kathy discussed 2 sizes of ads that could be posted monthly. She initially discussed a larger size at 15.00 per month, and a smaller size at 10.00/month. The board questioned whether that is enough to cover design time and upload, etc. A 2-3 month minimum time was discussed, but what if someone wants to run a special for only a month, etc.? Also, printable ads (coupons, etc) were mentioned. The web page is printable....also maybe a code or something within the ad that someone would have to go to the website to obtain. The committee needs to discuss all of these options, and come back to the board with a plan and pricing for members.

Annual Dinner: 28 people attended the annual dinner. Good meal and lively discussion at the What Not Inn. Jan volunteered to chair the dinner committee next year.

GABA Bylaws: Barb Hogarth and Don Maxwell worked long and hard to formulate the bylaws to fit our organization, but, over time, things change. It has become apparent that we may need to make some changes. All of the board members will review the bylaws, and come back to the next meeting with any concerns or suggestions for changes. Any proposed changes will need to be voted on by the general membership.

Election of Officers: The new officers for 2010-2011 were announced at the annual dinner, and 26

ballots (A GABA record!) were received for the vote.

Summer Fest: We need to decide if we want to continue to host this event. If so, we need to decide what our focus is going to be, and elect a chair and vice chair SOON. Feelings at tonight's meeting were mixed, so we need to decide yea or nay next meeting, then proceed in earnest from there.

New Business: We need to refocus. What IS our focus going to be moving forward? Business is in flux. Is our brochure still useful in the world of the web and facebook, etc.? Jan was recently at a conference where 1/2 of the businesses advertise on facebook. Do we need to better concentrate on local focus for our service members? What is our best method? Should we be more of a presence at events such as the Goose Festival or at the Ice Breaker in South Haven? We need to better get the word out that Glenn is here, and we have businesses that everyone in the area.....and elsewhere.....should know about! Get the word out about the website. Get the word out about Glenn.
What do members want from us? How can we better get members involved? We all need to try to think of ways to get others involved, and to get the word out about our area businesses.

Treasury: GABA general funds: $2323.54. GABA Glenn Square Funds: $853.23

The next GABA board meeting: Monday, December 20, 2010. 6:30 at the Conklin building.
(The Glenn has offered to allow us to hold board meetings at its facility in the future)

Meeting adjourned at 8:21pm.

GABA Board:
President: Ronda Hall (Stantall Studio)
Vice President: Jan Earl-Woods (Earls Farm Market)
Treasurer: Sue Hefner (At Last)
Secretary: Barb Hogarth (Blue Star Wood and Glass)
Trustees: Rick Vojvodic (R & N Services)
Tim Simpson (Tim Simpson Carpentry)

IMPORTANT DATES

GABA Board Meeting: Monday, December 20, 6:30 pm, at the Conklin building. ALL GABA MEMBERS ARE WELCOME!

South Haven Chamber Events:
5th Annual Business Ladies Coffee Club Holiday Celebration: Cafe Julia, South Haven, 8:30 am-10:30 am.
B4B Program: Improve Your Bottom Line Through Workplace Wellness:
Lake Michigan College - SH Campus 7:30 am - 8:30 am.
After Business Hours: South Haven Insurance Services 5:00 - 7:00 pm