

## 2/15/10 GABA Board Meeting Minutes

**Present:** Tim Simpson, Kay Conklin, Vicki Amberg, Jan Earl Woods, Rick Vojvodic, Mike Kirsh, Barb Hogarth, Helen Hutchins.

Absent board member: Ken Zecklin

Meeting called to order at 6:37 pm.

**Minutes:** December board meeting minutes approved.

**Membership:** We currently have 33 member businesses. Mike has received only 4 responses from the email member survey he sent out. He would like to make one more appeal to members to answer the survey, then discuss the responses at the next meeting. The main concern seems to be lack of timely meeting agenda announcements and lack of "professionalism." In the future, we will attempt to email member businesses 10 day prior to meetings, then, potentially repeat 2 days prior to each meeting. We will set forth a meeting agenda and solicitation for discussion topics.

**Correspondence:** We received an ad price schedule for the South Haven Tour Guide. We will not be placing an ad. We received a contract from Shoreline Sprinkler for the Glenn Square sprinkler system. Spring start up, service contract for the summer, then fall blow out. The plan, at this time, is to have Tim and Rick turn the system on in the spring, have Shoreline blow out in the fall, then just call Shoreline for any other needed service. We will not be signing for the full service contract.

**Township:** No discussion.

**Park:** Barb sent out incorrect dates for the Feb-April socials, so some confusion. The Feb. date will stay on the posted date, but the March and April will be moved back to the 2nd Thursday of the month. All socials are held from 6-8pm.

Socials:

February will be held Feb. 18, sponsored by Conklin Real Estate at the Conklin building

March will be held March 11, sponsored by Easyweb Studio at Stantall Studio on 120th.

April will be held April 8, sponsored by Earl's Farm Market at the market on Blue Star Hwy.

June will be held June 10, sponsored by At Last, and will be held in the Glenn Square

October will be held October 14, sponsored by Glenn Manor, and held at Glenn Manor on 114th

November will be held November 11, sponsored by Seymour house, and held at Seymour House

**We are currently looking for member sponsors for May, July, August, and September.** These socials will be held at the Glenn Square, weather permitting. 2nd Thursday of the month from 6-8 pm.

**Website:** The new website set up is progressing well, and the site may be in place by mid March. An email announcement was sent to members today asking each member business to forward business info and pictures for inclusion on the site. The plan is to split services and retail so it will be easier for users to get to what they're looking for. A mock up of the new site was brought up on Conklin's computer for the board members to view.

**Advertising:** Vicki presented "buy local" materials from the American Independent Business Alliance. email: [info@AMIBA.net](mailto:info@AMIBA.net) website: [www.AMIBA.net](http://www.AMIBA.net)

This is an organization that's purpose is to help organizations, business associations, et al set up and develop "buy local" themes and networks. Their research shows that for every \$100.00 spent locally,

\$68.00 of that eventually goes back to the local community vs. every \$100.00 spent at "big box stores" gives back only \$43.00 to the local community. There are 3 methods that this organization offers assistance.

1. An organization can join the Alliance, and it offers start up materials and templates, licensing and development, consultations, etc. The cost for this is 950.00 for the first year, then 200.00-600.00 per year thereafter based on 1% of your annual budget.
2. Joining, but having Alliance assistance in obtaining 501(c)(3) or (c)(6) non profit status, etc.
3. Not joining, but purchasing buy local educational materials....bumper stickers, posters, window/wall decals, bag stuffers, and/or the book Big Box Swindle: The Fight for America's Independent Businesses and Why it Matters. There is a very active group in Kalamazoo, and there is now also a group in Holland (LakeshoreIBA.org). Associating with this group could help push forward our "buy local" message. Vicki provided handouts for the board members to review. Vicki would also like us to try to provide some sort of free marketing seminar for GABA members. Perhaps one of our members would be able to present.

The brochure was discussed briefly. We probably will not be printing a Glenn Brochure this year as we are putting efforts into the website, and money is tight for everyone's advertising.

**Summer Fest:** July 24. Mike Kirsh will chair. Want to push the "buy local" theme. We would like to have each of the member restaurants have food during the day. Still not sure about the chicken dinner at the end of the day. No Mac Shack this year. Want to have member businesses provide as much as possible. No golf outing or tours. Kay is investigating the possibility of setting up a running race in the area. Business booths...either showcasing service product and/or selling product. Discussion of no booth fee for member businesses. Also art/vendor booths that will have a booth fee. Art/craft demonstrator booths...no booth fee. They will be providing "entertainment" for us. Rick will get the tractors to come for tractor show. Music...DJ or live. Jan will check into that, food, and also into children's activities with the Fennville Children's Museum. The church and the school will also be participating. Would like to have a pancake breakfast again at the community center.. May do a 50/50 raffle. Probably not raffle off product, but no firm decision. Would also like to continue with community service award. Hours will depend a bit on the chicken dinner....tentatively 11-5 or 11-6, but not firm yet. In the past, art/craft demonstrators have been offered tents and tables, but probably not going to be available this year, so that might be a factor if they don't have their own. Will have to set a marketing plan. Press releases vs. paid out ads, etc.

**Treasury Report:** Glenn Square Funds Ending Balance: \$462.82.  
GABA General Funds Ending Balance: \$1806.38

Next board meeting is Monday, March 15, at 6:30 at Conklin Real Estate.

Meeting adjourned at 8:43 pm.