

### 3/7/11 GABA Board Meeting Minutes

**Present:** Ronda Hall, Jan Earl Woods, Sue Hefner, Barb Hogarth, Tim Simpson, Rick Vojvodic, Kay Conklin, Kathy Stanton

Meeting called to order at 6:32 pm.

**Minutes:** Meeting minutes from 1/17/11 were approved.

**Bylaws:** The proposed changes to the GABA bylaws were discussed and approved to go before the General Membership on 3/21/11. If the General Membership votes to approve the changes, the amended bylaws will take effect immediately following the vote. Thank you to Chuck Hefner for typing the draft copy of the proposed changes.

**Board Member Etiquette:** Board members should present a positive attitude concerning GABA. We are striving to promote the area and the businesses in the area, and a negative attitude will not accomplish those goals. When Board members are approached by General members who have ideas or concerns, please invite those members to attend a meeting. We can then all discuss, and potentially act upon, those ideas and concerns. We need member input to guide us. Please encourage members to share their ideas at meetings.

**Marketing:** Kathy Stanton provided two rough examples of marketing brochures we would like to produce and distribute. We will use GABA general funds to produce these brochures, so there would be no member cost (other than the yearly GABA membership fee) to be included. In the past, we have purchased ad space in magazine type visitor guides, and we're not sure we received the response we had hoped for, considering the cost. We have also produced and distributed a Glenn Brochure, but have had to charge participating businesses to be included. This year, we would like to split our businesses into two categories.....retail and service.....and produce a brochure for each. The retail businesses have an audience that is local, but also includes tourists from out of the area, and out of state. These brochures, therefore, would be distributed to visitor bureaus, B and B's, and other tourist information centers. The service sector has a more local audience. These brochures would be distributed more locally for area residents to become more familiar with the service businesses available right around the corner. Kathy Stanton, Rick Vojvodic, and Jan Earl Woods will work up a plan to produce these brochures.

**Glenn Square:** Chris Allen, GABA member architect, met with the park committee and submitted a rough plan for a structure on the original slab. Rick also discussed a structure with Overisel. Looking for something as close to maintenance free as possible, maybe with columns to match the Conklin building and the school. Also, perhaps a cupola. Considering a structure approx. 20 ft. along the road, and 16 ft. deep. New drawings are being produced, and cost estimates are being sought.

The committee would also like to have some sort of screen for the porta potty.

The park committee is continuing to draft a "use permission" form for individuals or groups who would like to use the Glenn Square for an event. This form will provide rules for use to try to avoid damage to sprinklers, keep the park clean, and keep the plants and trees healthy.

There was much discussion about promoting the park socials more heavily. The sponsor business puts a lot of money into providing food and drink for these events, and some have netted minimal donations.

Should we promote through advertisements in papers, press releases, flyers? The committee will consider these suggestions further.

Ronda was approached about the potential to have the monthly social money go to the general fund (instead of the park fund) for advertising. The possibility was discussed, but it was decided that the

socials were started to help make the park self sustaining, and the structure and other improvements will require a substantial amount of money to construct and maintain. Aside from the fact that it might get very confusing to shift where the money goes from event to event. For those reasons, it was decided to continue to use the social money for the park fund. If a member business would like to hold an event on its own to raise money for the general fund, that could be another avenue for raising marketing funds. Rick was asked if he had asked Bob Vandersloot about what happens to the park if GABA gives up the lease. Ronda said the lease says that the property goes back to Mr. Vandersloot. Even though he was asking on his own, because Rick is a GABA trustee, it could be perceived that he's acting on behalf of GABA, so we need to be careful about appearances. Kathy Stanton then brought up conflict of interest. For instance, she needs to be careful that she is not a voting member on a marketing committee that might send business to her (Easy Web Studio). As innocent as any action may be, we need to be careful of any appearance of impropriety or favoritism.

**Glenn Post Office:** With cuts to the postal service looming in the future, it's possible that the Glenn Post Office *may* be one of the offices that will close in the next year or two. Nothing is for sure, and Mike at the post office said nothing may happen, the post office might move to another building, or it may close altogether. To voice concern about the possible loss of our post office, he suggests that we write to our senators. Not an email, and not a form letter. A personally generated, handwritten, snail mail letter...as we're trying to save the snail mail vector. Ronda will draft an email notice to our membership to suggest just that.

**Treasurer's Report:** Available General Funds: \$2316.54. Available Glenn Square Funds: \$2813.49. The Circle of Lights will pay its part of the holiday season electric bill once Sue receives the most recent bill from Consumers.

**New Business:** Jan talked about Allegan County Silent Observer, and that we, as a business association, should try to market the toll free phone # so everyone in the area knows that the service is available.

**Fennville Chamber Dinner:** Ronda Hall and Kathy Stanton attended on behalf of GABA.

Meeting adjourned at 8:30.

### **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 Studio of Wood and Glass)

Trustees: Rick Vojvodic (R & N Services)

Tim Simpson (Tim Simpson Carpentry)

### **IMPORTANT DATES**

**GABA Board Meeting:** Monday, March 21, 6 pm, at The Glenn

**GABA General Membership Meeting:** Monday, March 21, 6:30 pm, at The Glenn

### **SOUTH HAVEN CHAMBER EVENTS**

**After Business Hours: Bloomingdale Communications:** 5 pm, Thurs, 3/24, South Haven Yacht Club

**The Lansing Connection: Small Business Asso. of MI:** 6-8 pm, 3/23, LMC - SH Campus