

Board meeting

Monday, October 7, 2013

Board Members Present: Karen Bolin, Daryl Welch

Board Members Absent: Carol Cartier, John Tyner, III

Committee Chairs Present: Sally Fabre, Rebecca Ross,

General Members present were: Amy Morris and DeLaine Triplitt

- **Minutes:** September 9, 2013 – approval pending e-mail votes by John Tyner, III & Carol Cartier
- **President's Report** – Karen Bolin

Meetings & Programs

*** The President reports having heard from Nathan at Mark Haas' office; the Senator's visit will be very timely and he may have quite an entourage when he comes to our meeting on Thursday.

November Speaker – State Representative Ben Unger – Between Hillsboro and Beaverton: Gaining Focus on Housing, Traffic and Infrastructure.

December Speaker – Pam Treece – Westside Economic Alliance

- **Treasurer's Report:** YTD Total Income: \$5,685.00; YTD Total Expenses: \$3,400.00; YTD: \$3,093.00
- **Committee Reports:**
- **Membership** – Rebecca Ross

***We have currently 66 members, including new member Garoken Energy and renewing member ABC Vision Source. We are waiting on renewals from: Bales/Findley, LLC, Knipe Realty, NW Jewelry Buyer, Reser's Fine Foods and Thompson Family Dental. The Chair also provided a list of businesses that are potential contacts for members. Karen Recommends putting Curtis Trailers on the list and the manager's name is Sean.

*** **Karen is working through another source at Reser's to obtain renewal**

*****Rebecca will contact Brooks with Bales/Findley, LLC and Melinda Kassab at NW Jewelry Buyer**

*** Rebecca expressed that a membership packet will help her as she approaches the business on her prospect list.

***A lengthy discussion about membership takes place offering a variety of opinions including possible restructuring of the general meetings.

- **Community Partnerships:**

***In the absence of the Community Partnerships Chair, Karen reported that Sally is working to establish a date for the fall road clean up and is looking at the first Saturday in November; November 2nd. Sally is making an effort to get Aloha High School students involved as well as community service participants through the Washington County Sheriff's Office.

*** Sally is also working to establish a fundraising night at Godfather's Pizza to raise money for our member Willamette West Habitat for Humanity and their mission.

- **Marketing Committee:**

***Discussion around the concepts of marketing the Aloha Business Association with no action taken due to the lack of a quorum.

***The following are recommended changes to the Aloha Business Association website

1. **“Join Now” button will be moved to the Home page**
2. **Members Directory – create a search mechanism**
3. **Members only program – one login and password for Board members as a beta test.**
DeLaine will send Board Minutes for the beta test.

***Consideration and discussion on a proposal from Amy Morris to provide weekly Facebook postings at the cost of seventy-five dollars per month for a period of three months. A second consideration is to hire Amy to complete an integrated marketing plan with input from the member survey. No final action due to the lack of a quorum.

The President indicates that she is in favor and we have funds in our budget to support seventy-five dollars a month for five posts per week and would like a marketing plan outline prior to a full report on which the Board can vote. Karen recommends seeking approval from absent Board members to make Amy Morris, Marketing Chair. Upon unanimous consent of the Board by e-mail, Amy will begin to manage the Aloha Business Association Facebook page. Also, votes to make Amy Morris Marketing Chair will be sought via e-mail from John and Carol. Work will be with Membership Chair (Rebecca), and Daryl (website development). **DeLaine will that for us.**

The President suggests that we start with paying fifty dollars per month for three posts per week for the next thirty days.

Action Items:

Daryl will create login and password and send to DeLaine who will forward them to the Board and Committee Chairs, for the purpose of beta testing the password protected members only area of the website.

Karen will contact Eric to get Facebook Admin rights to Amy today.

Rebecca has agreed to fill the Board Position vacated by Wally Johnston. Daryl places her name in nomination, Karen seconds; John and Carol will vote by e-mail.

Amy will bring ten membership packets to the general meeting on Thursday, October 10, 2013.

Daryl provided some Google Analytics results:

As of July 2013, the Member Directory on our website has had 893 unique visits with an average time of four minutes twenty-four seconds each; 791 of those started at the Member Directory. By contrast, the Aloha Business Association Home Page had 276 visits for an average of forty-six seconds each.

- **Unfinished Business:**

- ***Flow chart – Process for new and renewing members

- ***Topics for 2014 programs

- **New Business: All other business is tabled until the next Board meeting.**

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- **Next Meeting:** Thursday, November 7, 2013 – 8:30 to 10:00 a.m. at the Law Offices of Schmidt & Yee, located at 18525 SW Vincent; Aloha, OR 97007

- **Meeting adjourned at 10:00 a.m.**