

Board meeting

Monday, September 9, 2013

Present: Karen Bolin, Carol Cartier, Daryl Welch, Sally Fabre, DeLaine Triplitt, John Tyner, III, Rebecca Ross, General Members present were: Amy Morris, Eric Squires, Sonja Lindley

Minutes:

August 5, 2013 – Approved with three corrections

President's Report – Karen Bolin

Meetings & Programs –

*** September – Daryl Welch and Terrill Jarvis: Password Security/Tech Concerns

Spotlight speaker: Dr. Megan Nevills – Nevills Family Dentistry

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

December – Pam Treece – Westside Economic Alliance

Treasurer's Report:

YTD Total Income: \$5,580.00

YTD Total Expenses: \$3,051.05

YTD Current Balance: \$2,528.95

Committee Reports:

Marketing Committee:

***New ABA member, Amy Morris of Grass Skirt Marketing is introduced and has been brought up to speed by former Marketing Committee representative Carol Cartier. Amy presented ideas to promote growth and meet 2013 goals.

Marketing Continued:

Ways Aloha Business Association can deliver its brand promises and eliminate barriers to success.

1. Membership must be seamless and consistent with a clear and prominent way to sign up on the website.
2. Membership options need to be clear. Establish clear value between Tier 1 and Tier 2.
Is the Board open to revisiting the membership pricing structure?
 - a. Raise one; lower the other

- b. One membership level and offer extra benefit of \$480 level as incentive to volunteer
3. Make the private Membership on the website invisible until it is working.
4. Create a contact phone number on the website.
 - a. We have a Google voice number;
 - b. At this time calls should go to Karen for possible to handoff to Executive Secretary
5. Recruitment package; 100 packets for \$100; include a distribution plan and a follow up plan. Makes it easy to do business, offers a choice and there is no question that potential members are receiving a consistent message.
6. It is important to prove that ABA is the marketer for Aloha businesses; statistics that prove value should be talked about at our general meetings. This will help business owners to see the benefit of joining. Having a search option on the member directory would help individuals find services in Aloha. Getting members involved in plan implementation is vital.
7. Facebook: the group page is a fun place for members to hangout. However, the organization page is the right tool to promote new members. Right now it is sitting dormant and is a missed opportunity. We need to be able to promote members through Facebook; it is a benefit (free advertising) to them. We need to show that we can promote ourselves and use Facebook as a tool to recruit new members. Amy is willing to administrate the Facebook page. Recommends that we have "like us on Facebook to the homepage.
8. Resources on the website should help membership grow their businesses.
 - a. Change link to reflect ABA Resources
 - b. Add an educational component under Resources by January 2014. Amy is willing to create this content.
 - c. Recommends minutes be current and in the member only area
 - d. Calendar promoted to increase the value of membership

Eric points out that TV Hwy, Blanton and Shaw might be prime target area for growth and also that we are lacking representation within the organization from the regional and national chains. Also feels that the value proposition is important and suggests that Amy be granted admin access to Facebook and directed by the board as to content that should be updated. The calendar is a value proposition to get media connected. Leveraging Google calendar as an

aggregate of community calendars can be obtained and promoted to members as a value. Advocacy issues are another value proposition for Aloha Business owners. We will set another meeting to discuss marketing specifically.

Community Partnerships – Sally Fabre

*** Adopt-a-Road moved due to October to avoid conflict with Fanno Creek Bike ride.

*** Godfather's Night to raise funds for Willamette West Habitat for Humanity; date
TBD

*** There will be a ribbon cutting for Mt. Olivette Church and Sally will notify us as to the date

*** We will look to Aloha High School to partner for a Coffee meeting in January

Membership – Rebecca Ross

*** We've had a good month with new members; but it has exposed some holes in communication when we have money received on the website. This will be addressed in the marketing meeting.

*** Membership meets resistance because potential members don't see the value even at the sixty dollar level.

*** Focus currently is on finding a location where we can hold social events. Some possibilities are Life Christian Church, Edwards Center, Jenkins Estate and the Sequoia.

*** New members are: Grass Skirt Marketing, Hot Tech Computers, Love Inc., and Janel Josephson.

*** Renewing members are: Nevills Family Dentistry (Tier 2), Willamette West Habitat for Humanity, ReciProty and Martin Hunter, CPA.

*** Membership committee is still looking for volunteers.

*** Amy Morris mentions approaching mall owners.

*** Eric Squires will send a spreadsheet of businesses to Amy for distribution consideration.

*** Karen has approached Kinnaman Crossing Apartments owned by JL Development, the same company that owns the Shaw Office Complex and the owner said he would attend the luncheon.

*** Question arises regarding the maximum number of seats at Peppermill? 50-60 as configured for our meetings.

*** Karen reports on how meetings are conducted at Edwards Center. Edwards Center

may be considered for other events.

*** It is suggested that we need additional events; perhaps a social event; and will discuss at the marketing meeting. The Tree Lighting is coming up November 30th; not our event, but we participate.

*** John recommends a Tree Lighting presence.

*** Karen suggests a strategy meeting; include discussion of the three biggest bang-for-buck things we can do and build around those.

*** Survey will be handed out at the luncheon on Thursday

Unfinished Business: Business Topics for 2014 is tabled.

New Business:

*** We need to open nominations at the September Luncheon for the Election of the 2014 Board to be held in November. Anyone can contact any current Board member to express an interest in or ask questions about Board positions. We have five positions, four are currently filled. We will be electing to fill three two year and three one year positions. The five elected officials will determine who will take which position: President, Treasurer, Secretary, and Directors at Large. So, there will be an announcement in September, present a slate of officers in October, and vote in November.

Carol will not be present at the October Board meeting.

Next Meeting:

Monday, October 7, 2013 – 8:00 AM at the Law Offices of Schmidt & Yee, located at 18525 SW Vincent, Aloha, OR 97007

Meeting adjourned at 9.27 a.m.