

January 4, 2014

Aloha Business Association Board of Directors

2014 Strategy Session

PRESENT: Karen Bolin President; John Tyner Secretary; Mike Holcomb, Treasurer; Rebecca Ross, Director at Large; Carol Cartier, outgoing Treasurer; Sally Fabre, Community Partnerships Chair; DeLaine Triplitt, Executive Secretary

This meeting began with strategic evaluation of our strengths and opportunities.

Aloha Business Association Strengths:

- 1) We Exist with 71 Members
- 2) Awareness of the Local Community and Businesses
- 3) Strong Core Leadership
- 4) Respect in the Community to Do Business Locally
- 5) Support Other Nonprofit Organizations like Road Cleanup
- 6) Support of Beaverton K-12 school district And the Local High School
- 7) Our connection to Washington County government and Business Alliances within the Community
 - A) We have been an untapped player in political matters that affect our community
 - B) We represent the community for rational development (we have a voice)
- 8) Many of Our Programs Are Educational

WHAT'S IN IT FOR ME? :

- 1) It Brought Me a Client
- 2) Raise Profile within Aloha

Areas and Opportunities for Improvement within Aloha Business Association:

- 1) We Should Offer True Networking
- 2) Members Need to Understand the Importance of Their Participation
- 3) We Could Use Advertising to Increase Our Revenue Stream
- 4) Our Areas of Business Are Distinct and Separate from One Another

A) We could advocate for connecting these business areas

B) We could advocate for a Westside Metro Pass

5) Our Dues Structure Provides an Area of Improvement

A) Target Membership: businesses within Aloha boundaries

1) À La Carte:

a) Free Membership: meetings \$ X; advertise \$ X; member directory \$ X

Or

b) Package: For-Profit dues \$100; Nonprofit dues \$50

6) Change Consumer Perception of Aloha

7) We Have No Power: as a 72 member organization our voice is small

8) We Have an Opportunity and an Obligation to Grow Our Membership

WHAT IS OUR MISSION? :

After a lengthy discussion it is determined by the Board that our Vision is to be:

Stewards of the Path to 2040

Our Mission Statement is:

The Aloha Business Association serves as a voice for changes that impact the Aloha Community

This ties into our budget so that at the end of each year we can show we spent money in XYZ areas on the path to 2040.

MEMBERSHIP:

Membership happens face to face

***We should not change the membership fee until we delineate the vision; not likely to happen this meeting

***We eventually get to 100 members; but John Tyner does not see that happening immediately

***Karen would like to see the Tier 2 cost for membership reduced to \$390

***Rebecca would like to see the things that are supposed to be working for us are actually functional

***Karen shares an idea is to put a cement 'Welcome to Aloha' sign at locations strategic to the Aloha Community. Do we want to spend more money on signage? Discussion indicates that the Board in favorable.

***There is an opportunity in partnership with the Aloha Library; we could have a wall in the library

***We need to support other schools in the community

***We need a balance of for profit and non-profit business members

***Karen attempts to integrate and interweave business topics with community topics

***One consideration would be to expand our board members by including Dr. Jeff Rose, Superintendent of Beaverton School District as an ex-officio Board Member

WHO IS IN ALOHA FOR US TO GO GET AS MEMBERS?

Retail; medical; restaurants; Services: auto-repair; community; pet; home; B2B; telecommunications; security; print and publishing; office supplies; marketing and advertising; legal services; green services; finance and insurance; engineering; manufacturing and R & D; employment; construction and structural engineering; computing; multimedia; business planning and coaching; architecture and interior design; accounting; bookkeeping and taxes.

Life services, business to consumer would include arts & entertainment; education, public and private schools/classes; beauty and fashion; children/clothes and services; food and wine; markets, cafés and restaurants, government and taxes; health and wellness, exercise, chiropractor, dental, medical, therapy, massage, home & garden; furniture, household items, construction and maintenance, insurance: home, auto, life, disability; money and legal: banking, loans, investments, retirement.

How do we get our current 71 members to encourage their business neighbors to come to the general meeting and participate in the Aloha Business Association?

In order to get the target group to a meeting requires something really big. They have to feel that they are going to walk away with something to benefit their business.

Another way to approach membership is to raise complimentary disciplines to get the right people in the room to get partnerships to happen. Move people from independence to interdependence.

Who are the influential people in Aloha that are not members?

One goal should be to maintain 90% retention of member.

The topic of regaining control of our social media platform came up again. We have yet to gain control.

The brought to an end the membership discussion; at our next meeting the following should be taken up

as unfinished business.

Community Partnerships

Communication:

- a. Communication
- b. Events
- c. Meeting / Programs:

Jan: Janel Josephson; Feb: Matt Payne – Social Media; Mar: Mike Dahlstrom – Aloha-Reedville Study; April: Dr. Jeff Rose; May: Members Showcase; June: Deanna Palm or somebody to talk about South Hillsboro; July: Jim Rempel – Cover Oregon; Aug: New Park Plans; Sept: Sheriff Pat Garrett; Oct, Nov, Dec (let's see who we may have as new members).

Plan of Action for 2014: Divide and Conquer

Next Board Meeting is Thursday, February 6, 2014 – 8:30 to 9:30 AM; Schmidt & Yee

Motions Made:

Secretary Tyner makes a motion that the Board directs the Executive Secretary be manager of all Social Media Communications. The motion is seconded by Treasurer Holcomb; motion carries unanimously.

Secretary Tyner makes a motion that the Board shall adopt the above stated Vision and Mission Statements. The motion is seconded by Treasurer Holcomb; carries unanimously

Secretary Tyner moves that we pay the Tree Lighting invoice. The motion is seconded by Rebecca Ross, Director at Large; motion carries unanimously.

Meeting adjourned promptly at 12:00 PM