

Board Meeting

Thursday, February 6, 2014

Board Members Present: Karen Bolin, Daryl Welch, Mike Holcomb, Rebecca Ross, John Tyner, III (present by phone)

Board Members Absent:

Committee Chairs Present: Rebecca Ross - Membership

General Members present: DeLaine Triplitt, Executive Secretary

Meeting called to order at 8:45 a.m. by Karen Bolin, President

- **Minutes:** January Strategy Session – Approved
January Luncheon notes – Approved with corrections

- **Treasurer’s Report:** YTD Total Income: ~Roughly \$2600. In the bank. With outstanding invoices for :
 - ***Aloha Community Group – Tree Lighting invoice – We were invoiced but received no mention either written or verbally. Affordable Web Technology – plugins for website and By All Means Virtual, LLC – Administrative services
 - ***Mike reports having issues transferring documentation from previous treasurer and will need to buy Quicken software. Mike will use Quicken for ABA going forward.
 - ***He is also having difficulty getting into PayPal; once he gets that resolved the Treasurer reports will be more succinct.

- **Membership Committee** – Rebecca Ross
 - ***We don’t have an accurate number of members due to online membership sign up. Webmaster will forward the information to the Treasurer who will disseminate the information to the President, Chair of Membership and the Executive Secretary.
 - ***The purpose for increasing membership is to provide additional bandwidth for our Mission as “Stewards to the Path of 2040”.
 - ***General discussion regarding the Aloha Business Association page in the Beaverton Resource Guide takes place. Karen states that ABA can own a half page in the BRG for \$250 a month; \$450 for full page. We could then design the Aloha Business Association page the way we want it.

Results of this discussion are attached in the document titled Membership Dues Structure.

***Rebecca moved that we adopt a revised membership dues schedule based on the details included in the attached document beginning July 1, 2014; Motion is seconded by Mike Holcomb and carries unanimously.

- **Community Partnerships Committee** – Sally Fabre (absent)

- **Communication – Daryl Welch:**
 - ***Website update: Adjusted visits, Member Directory and Referrals all reflect an increase in overall visits to the Aloha Business Association website. If we continue to add value to the site these numbers will continue to grow.

 - ***Karen asked if we could put advertising in the sidebars on the website. Daryl stated that this would not add value to the site.

 - ***Daryl stated that more member submissions would boost the listing of our organic google listing.

 - ***How will we launch the member's only page? We will have a different password for each member.

 - ***Members joining or leaving the association will need to be managed on the website.

- **Meetings and Programs** – Karen Bolin, President
 - ***Mike Dahlstrom will speak at our February luncheon on the results of the Aloha-Reedville Study

 - ***March Speaker to be determined

- **New Business** – John Tyner and Rebecca Ross attended the Citizen's Advisory Committee meeting that took place on January 29, 2014. Rebecca Ross reports having attended the wrap-up of the Aloha-Reedville Study and the consensus was from CPO6 Members that were there that Constance the new head of CPO6 is not interested in leading on this issue; so Washington County is looking to the Aloha Business Association to be the driving force behind implementation of the 'Study' results. This could help to increase membership in the Aloha Business Association and promote us. Washington County is willing to subsidize some work on our part. Currently assigned a generic title "Friends of Aloha". The next step is that the report and presentation will take place on March 20th; an event at which we (ABA) could become the front-runner. We can create an Aloha Vision Implementation Task Force.

Next meeting: March 6, 2014

Meeting adjourned at 10:51 AM