

Winterport Business Association Meeting
Town Office, Main Street, Winterport, Maine
Wednesday, September 8, 2010

1. Convene Meeting / Mission Statement
2. Introductions of People Attending Meeting
3. Accept Minutes of Last Meeting
Of Wednesday, August 11, 2010
4. Treasurer's Report
5. New Business
 - a. Reminder of Dues
 - b. Overview of Winterport's Birthday Celebration
 - c. Do we do a block page advertising as a group for Christmas?
 - d. Networking
6. Old Business
7. Open Table – "Idea Exchange"
8. Next Meeting – Wednesday, October 13, 2010

The Winterport Area Business Association
Wednesday, September 8, 2010
Town Office, Main Street, Winterport, Maine

Meeting began at 6:05 p.m. and the association's Mission Statement was stated.

Introductions of those members in attendance were conducted:

Bernie Littlefield, BEL Portraits – President
Val Haskins, Shaklee
Ann Ronco, Old Winterport Commercial House – Secretary
Tammy Higgins, T.G. Business Services - Treasurer
Deb Newman, Maine Bytes – Vice President
Steve Andrew, A-1 Safe Storage
Stephanie Francis, My Thrill Studio

The meeting minutes of Wednesday, July 14, 2010 was voted on and approved unanimously.

Tammy Higgins gave the Treasurer's Report. A total of \$6,735.40 has been collected so far from the summer festivities. After deducting costs, currently \$1,958.89 is in the bank. She noted that we still need to bill the music festival for the vendors and we have not received an invoice for the setup of the bounce house and dunk tank. Deb said she would contact Sonny to see if there are any funds we were supposed to receive from the golf tournament. Bernie wanted to know if Betty Hauger had been paid yet for her services at the music festival. Tammy stated she had sent payment to her on Sept. 3.

Bernie said Rose DeGennaro was very grateful for the flowers the association had sent to her. It brightened her day at a difficult time.

Members were reminded that dues are due and only \$25.00. It was decided October 1 will be the cut off date and for those members who do not pay their 2010 dues, they will be removed from the website. Bernie will be sending out an email blast to members again reminding them. Ann suggested we send membership forms and a letter by snail mail. She commented that it may get people to pay especially if they have something physical to pay by. There was a question of cost to send forms out by mail. After a brief discussion it was determined the cost would be minimal.

Further comments about the birthday celebration were made including that people had nothing but good things to say about it. Steve commented he had heard the younger residents say it was great to see something finally happening in Winterport.

Deb said the Winterport Dragway wants us to have an event there again next year but this time on a weekend. We could have more than one band, have more food vendors, etc. She further suggested we pick a day to do this now so we would have plenty of time to plan. She also said the Golf Tournament was such a success that Sonny also wants us to do it again next year. We could talk to the Masons about cooking this time at this event.

It was also discussed whether we could do another Winterport's Got Talent.

Other plans for next year may include an Oktoberfest and/or a hot air balloon festival. Ultimately, Deb said she would like to see us have an event every month. Some member suggested we do an event every season.

Steve asked about getting involved with the Live Nativity and maybe have an event at the same time.

Members suggested we also do the children's area again at the music festival next year. They also asked if we ever thought of or did a town dance. It was suggested we should plan this as well and have it at Abbott Park. Stephanie said she would help us with getting the band or bands.

Ann stated there would not be a Farmer's Market in September since it conflicted with the Common Ground Fair, but all the vendors said they would like to do it again next year. Vendors want to get together the beginning of the year to discuss what worked and what they wish to change. Some vendors had suggested we increase the number of days it's open. Ann also commented Monroe's Farmer's Market appeared to be losing support and was going to close for the rest of the year. We should see if those vendors want to join up with our market.

We then discussed the possibility of advertising since last year it was asked why the association didn't advertise the businesses during the holidays to help draw Christmas shoppers to Winterport. Venues of the Bangor Daily, The Edge, Mid-Coast Beacon, radio and/or t.v. were discussed. Some members wanted to know about us doing a mass mailing but the executive committee stated they had looked at that awhile back and found they would have to "piggy back" someone who already had a permit for mass mailings because it was expensive. Stephanie stated her company sometimes sponsors segments on the radio. She said she would ask them about getting more spots and give some of those spots to WABA. She could also help us with a t.v. advertisement if the members choose to. Bernie said he would find out the cost of advertising in the paper.

Steve asked if we would be better to spend the money on creating a separate website for WABA instead of being on the town's website. Deb says the town gets a lot of hits and it's mostly people going to the WABA site more than looking at the town. She also stated it may be cost prohibitive due to the small amount of members and that we would need a commitment from a larger majority of members to make it worth our while.

It was then asked if the meeting time was working for the group. It was proposed we put that question on the membership form and ask members what time they would prefer if the current time wasn't convenient. Also put out the question of how we can get them to attend. The topic of having another breakfast meeting was discussed.

On networking, Bernie stated he wants to start a new segment of the meeting in where we learn how to pass referrals between our businesses. In order to do this we must first learn what each business actually does. Therefore, we will be working on how to promote our business, learn how to talk about our business, and some might have to get out of their "comfort zone." Members then can go out and recommend each other's businesses. After all, people will go to a business that has been referred to them rather than just choosing one randomly. It also builds trust with your customer. We also need to motivate our members into attending the meetings and let them know if they don't attend they could be missing out on potential business.

Tammy suggested we thank Phil Foley for doing such a spectacular fireworks display by purchasing him one of the portraits of the fireworks that Bernie is putting together. A motion was made to purchase it and this motion was accepted.

It was mentioned that Susan Rioux is planning a business after hours on Thursday, October 14 in conjunction with a "meet the candidate night." Due to the political aspect WABA is not able to sponsor this event but we will be passing on further information when we receive it.

Ann suggested WABA hold a holiday party to say thank you to everyone who supported the festivities this summer. Bernie suggested instead of taking place in December it may be more fitting to hold it

around Thanksgiving since we do give thanks during that time of year. It was decided to plan this for Thursday, November 18 at the Victoria Grant Civic Center, Abbott Park. Time to be determined. When more information is put together we will be doing a press release.

Meeting was adjourned at 7:05 p.m.

Next meeting is Wednesday, October 13, 2010, 6 p.m., Winterport Town Hall.