

Winterport Business Association Meeting  
Town Office, Main Street, Winterport, Maine  
Wednesday, September 9, 2009

1. Convene Meeting
2. Introductions of People Attending Meeting
3. Accept Minutes of Last Meeting  
Of Wednesday, August 12, 2009
4. Treasurer's Report
5. New Business
  - a. 60 Second Spotlight on a Local Business
  - b. Deb Newman – Using Facebook and Twitter
  - c. Stephanie Francis – My Thrill Studio – Business After Hours Date & Time
6. Old Business
7. Open Table – “Idea Exchange”
8. Next Meeting – Wednesday, October 14, 2009  
6:00 p.m. – 7:00 p.m.

The Winterport Area Business Association  
Wednesday, September 9, 2009  
Town Office, Main Street, Winterport, Maine

Meeting began at 6:05 p.m.

Introductions of those members in attendance were conducted:

Bernie Littlefield, Bel Portraits - President  
Ann Ronco, Old Winterport Commercial House – Association Secretary  
Laurel Coulter, The Clothesline  
Deb Newman, Maine Bytes – Vice President  
Rob Newman, Maine Bytes  
Mike Anderson, Winterport Winery / Penobscot Brewery / Pairings  
Laurie Turner, Winterport Winery / Penobscot Brewery / Pairings  
Stephanie Francis, My Thrill Studio

Meeting began at 6:08 p.m.

The meeting minutes of Wednesday, August 12, 2009 were approved unanimously.

Ann Ronco gave the Treasurer's Report in Tammy's absence. There was income in the form of dues of \$250.00 and expenses for supplies of \$60.42. That brings the checking account balance as of August 31 to \$678.54.

Deb Newman asked if anyone would be interested in doing some sort of winterfest. Since there are so many artisans in the area that would be interested in doing it as well as a farmers market. She also contacted a lot of businesses in the Monroe and Frankfort area. These businesses are being placed on the association's website in order to show the business owners what we are trying to accomplish. Stephanie Francis volunteered to look into how a farmers market operates and what they might charge for either booth space or table space. Maybe there could be a band or trying to tie it into the Mile Long Yardsale next year.

Stephanie mentioned the Craig Thomas Memorial 5k walk in October to raise money for scholarships for a SAD22 student. \$100.00 donation would be a gold sponsor and \$50.00 would be a silver sponsor. A sponsor could get their website on their t-shirts.

The next Business After Hours will take place at My Thrill Studio, 46 Blueberry Hill Road, Winterport on Monday, October 12<sup>th</sup> from 5 – 7 p.m.

Deb Newman gave a terrific presentation - Learn Social Networking to Help Your Business Succeed. Several examples of different social networking sites were Yelp, Digg, Flickr, YouTube, Twitter, LinkedIn, and Facebook. All of these sites are free to join. Whether it is writing a blog, joining an on-line community, or simply starting a conversation of something that interests you, all of these can get your business noticed and bring in customers.

Someone asked how a business can get a website. Deb stated the dollars vary depending upon how simply or sophisticated you want to get. She also suggested contacting companies that do that sort of thing and see what they offer and what they'll charge. Deborah owns Maine Bytes along with her husband Robert, and would be more than happy to offer any type of advice or a proposal if any business was interested in having a website.

Deb also suggested doing things such as linking with other websites or in the case of Facebook, becoming a fan or asking others to become a fan of yours (Note from Ann: If you don't know what is being talked about here, you could be missing the boat and business. Consider taking the time to look into the above sites.)

Some other suggests from Deb was to look at superpages.com now that they do pics and not just a listing, link with the Town of Winterport's fan page, or do an online business directory search.

Meeting adjourned at 7:05 p.m.

Next meeting will be on Wednesday, October 14 at the Town Hall 6:00 p.m.

