

Ledgeview Business Association

General Membership Meeting

January 12, 2010

Jeanette called meeting to order (Deb W. is traveling tonight)

1. Welcome

Contact us with any ideas for future meetings and activities. Here are some of the things we are working on: improve Ledgeview identity, welcome packets to new members, discount program, web site is in development. Making good progress.

2. Introduction of board members, introduction of all attendees

3. Officer reports

Maranda Kritzeck, Treasurer report. Our status is non-profit organization. Filed annual report, up to date. Colleen Dantine, General Meeting Secretary, will e-mail minutes.

4. Committee reports

Membership committee: Maranda--Calling list of 200. If know of any friends or family who live or work in Ledgeview who might be interested in membership, let her know. Membership is open to any one who is a town resident or who works in Ledgeview. We are up to 47 members. Membership packets available in the back. Discount program is being developed in which shoppers to Ledgeview businesses receive discounts that are set by member businesses.

Communication Committee: Bruce Pagel--Looked at quote for custom web site vs. building our own site. Fire Pixel generous with services but design and hosting will cost between \$2,000 – 3,000. Build our own is more economical. Looking for someone who is good with web sites, possibly find a student. Committee would welcome help in getting it started and running. Maybe in a year, bring someone in and pay them after we know what the members want on the site. Question from group: Have you looked at other business association websites? Bruce said yes they have. Howard Suamico has a good example website. Basically member directory, discount program, a way to introduce Ledgeview as a destination. Cross link with city of De Pere and all the members. Pretty simple to build a site with hosting program. Suggestion from group: Utilize SNC students; free help from them for 6 months as they near graduation. The committee has discussed it. Bring in SNC to talk to the LBA about their academic programs and how their students can help.

Communication Committee (continued): Jeanette—Developing a mission statement, will be presenting to us soon.

Logo Committee: Patrice Krienke went over logo entries--asked residents and schools to submit ideas. Received about 150 creative ideas from 4th grade, high school, middle school, and community members. Vote for one tagline and one logo tonight before leaving. Logo winner and tagline winner will each receive \$50 gift card from a member business. The rest will be uploaded on the website for recognition, and each contestant will receive a certificate for a free ice cream cone at Ice House. Winning logo and tagline will be announced at March meeting. Town board is getting an updated logo for the Town of Ledgeview also. They need a logo that is more current and that will represent our town for the long term.

5. Business spotlight

At our next meeting in March, 10 minutes will be set aside to spotlight two member companies. You can bring in brochures and product samples. Introduce us to who you are. The two business cards drawn tonight received prizes. They will need to prepare brief presentations. Spotlight businesses: Grassroots Groceries and WEL Companies, Inc.

6. Drawing for door prizes

For our Holiday Social – selling raffle tickets (Maranda) Arm length for \$5. Drawing is tonight at 7:45 p.m. Prizes donated by:

- 1) Basket of goodies and gift certificate (Trends n Things)
- 2) 4 GB Gambler tickets (M & I)
- 3) \$50 Redwood Inn Gift certificate (donated by Town of Ledgeview)
- 4) GB Gambler Tickets (Northshore Bank)

7. Upcoming calendar

Sarah went over guest speaker ideas, looking for suggestions. LBA does have an event committee but looking for more volunteers. We hold 6 business meetings per year; some of those can be at member businesses as “open houses.”

8. Ideas from group for future meetings

The group discussed ideas for future LBA meetings. Ceci Keifer of Stone Silo Prairie Gardens asked if the LBA could have someone speak to the group about funding for the CTH GV reconstruction project. She was under the impression that the funds from the county for the CTH GV project were diverted to the Huron Road project. She would like to encourage the LBA to become involved in the reconstruction project because the key to the growth of the community is to widen the road. Sarah Burdette explained the current status of the project and identified that the LBA would be more than welcome to send representatives to a future Brown County Planning, Development and Transportation Committee meeting. Sarah suggested that the LBA Board of Directors draft some talking points on the reconstruction project so that at the March membership meeting, a final overview and discussion as well as potential position can be identified for the LBA to pursue. Bill VandeYacht suggested that someone familiar with the media be utilized more in order to get the position of the LBA out to the public regarding this important project.

One attendee commented that we need to be real cautious as all 180 businesses might not have same opinion about GV project.

9. General announcements

Sarah Burdette indicated that the Cellcom agent that the Town works with is interested in working with the businesses in the LBA on individual business program and/or a discount program. Donny Harju, Cellcom, did a comparative analysis of our existing cellular use and billing and provided us a specific program that fits the Towns needs all while saving us \$140/month on our billing. For those interested in receiving Donny’s contact information, please see Sarah.

Also, Sarah said that the town will look at sign ordinance for GV. It was last looked at in 2004. Prevea Clinic is asking for an update to the ordinance for their electronic sign. If any members are interested in getting involved in this, please contact her.

Dave – Board is leading group but this organization belongs to the members. Board members are of the attitude of “we are working for what the members want.” Always looking for input.

Bill VandeYacht commented on the taglines of the logos, four have to do with growth.

10. Thank you to businesses that provided refreshments

Larry’s Piggly Wiggly, Uncle Mikes Bakery, Trends N Things and Edible Arrangements.

7:25 meeting adjourned.

Holiday social and drawing for door prizes

Minutes submitted by
Colleen Dantinne