

**POQUOSON BUSINESS ALLIANCE
MEMBERSHIP MEETING**

GROUP: PBA MEMBERSHIP MEETING
CHAIR: CATHIE ABELL
RECORDER: K. JENKINS (VOLUNTEER)
ATTENDANCE: see attendance sheet

DATE: April 7, 2010
TIME: 7:00 PM - 8:15 PM
LOCATION: COMMUNITY CENTER

TOPIC	PRINCIPAL POINTS DISCUSSED	DECISIONS & ACTIONS	RESPONSIBLE PARTY	TARGET DATE
CALL TO ORDER	Meeting was called to order by C. Abell			
MINUTES REVIEW	Deferred, membership reminded to review minutes posted on the website.			
TREASURER REPORT	Kassy Murienka reported a balance = \$2078.33			
ANNOUNCEMENTS				
NEXT MEETING	<p>May meeting date = May 12 not May 5, coordinating w/ Poquoson Business Appreciation Week; it will be a business after hours event starting @ 5:30 PM..</p> <p>PHS Jazz Choir will sing at the event and there will be a speaker at the event.</p> <p>Business Survey - Dave Callis secured funding from IDA to update the Poquoson City Business Directory. He plans to send a survey to all businesses to obtain listing info and interest in PBA membership. Each mailing will also include:</p> <ul style="list-style-type: none"> • Invitation to the May meeting • A PBA information sheet <p>An endorsement letter from the mayor and recognition of PBA</p>			
OLD BUSINESS				
Status of PBS flyer Flora	<p>On website for review by membership. Format should not copy the Coffee News. Name=PBA flyer No charge for members to advertise. Non members pay \$25 for each monthly ad. PBA will assume cost of first printing, then evaluate cost vs. benefit after first flyer. Copy of letter to PHS to inform school and parents of flyer and recruit delivery assistance in return for community service credit.</p>	<p>Investigate pricing for printing.</p> <p>Go in Postal will print the batch of 500. Obtain pricing for 1000 and 1500 and PBA will decide final number to print.</p>	PBA Board	April 12, 2010

<p>Status of D&O insurance – Kassy</p>	<p>Research on D&O insurance completed:</p> <ul style="list-style-type: none"> • D&O insurance does not cover event liability. • It covers litigation r/t personal misconduct of officers r/t acting in capacity of the organization. • Sought council of Mr. Moore, City Attorney. <p>Discussion:</p> <ul style="list-style-type: none"> • PBA has done due diligence re: need for D&O insurance <p>Questions re: need for insurance re: participation in the Seafood Festival. Dave Callis responded with general advisory information based on knowledge of the event and what is required various types of businesses that participate in the Seafood Festival, adding that PBA liability is minimal.</p>	<p>Motion to not purchase D&O insurance and investigate the cost of special event insurance made by Gail Bristow and seconded by Bob Jacobson.</p> <p>Motion passed unanimously.</p>		
<p>Status of internship</p>	<p>IDA approved funding for intern requested by PBA. Starts in May and located in Parks & Recreations building, a 12 week internship. Dave Callis shared objectives for this experience.</p> <p>Discussion occurred regarding how to sustain this relationship with CNU, including need for ongoing funding of the position.</p>			
<p>Status of website – Steven Bryan.</p>	<p>No report</p>	<p>Follow-up Add area on website for interested people so people can self select to be on marketing lists</p>	<p>Steven Bryan</p>	<p>May 2010</p>
<p>Status of Spring Open House (4/16, 17 and 18)</p>	<p>Final Flyer sent via email to members, members asked to make lots of copies and pass them out to your customers. Advertising in Poquoson Post ~ \$500</p> <p>Advertising on website and in the Poquoson Post. Cost of Daily Press prohibitive so no plan at present to place ad in the newspaper. Steven will send a flyer to everyone on our PBA email list. Also, McDonald Garden Center will tag their email on the 14th for Poquoson, and put the flyer on their website and Facebook page.</p>			

Spring Fling (cont.)	<p>Discussion occurred re: how to route customers to businesses off the main roads. Consider map on website highlighting the participating businesses.</p> <p>Consider coordinating event with Kiwanis Barbeque next year.</p> <p>Requested handouts for distribution from membership. Plan to distribute remaining retail alliance bags from Christmas event.</p>	<p>Create signs to direct traffic to merchants for spring fling</p> <p>Consider map on website highlighting the participating businesses.</p>	<p>Becky Walker Bob Jacobson</p> <p>PBA Board</p>	<p>April 15, 2010</p> <p>April 12, 2010</p>
NEW BUSINESS				
RETAIL ALLAINCE	Advantages of renewing membership with Retail Alliance were addressed.	Ask Retail Alliance to speak at June meeting	C. Abell	April 2010
DAVE CALLIS	<p>Reported on Hampton Roads Business Economic Development Alliance meeting. (HREDA) involvement.</p> <ul style="list-style-type: none"> • Requested information on Poquoson on site visit • Interested in opportunities in Poquoson <p>IDA will provide funding for a series of ads in the newspaper promoting Poquoson</p> <p>Short term strategies:</p> <ul style="list-style-type: none"> • Business ad- #11 best affordable suburb • Spring fling advertising • Poquoson. Business resource guide ~ to Poquoson. & surrounding areas (~\$5000) • Speaker Anna Cobb re: low interest loan programs for small businesses @ next meeting 			
ROUNDTABLE				
CLOSING SUMMARY				
	Cathie thanked all for attending the meeting and wished everyone success at the spring fling.			
NEXT MEETING				
	May 12 @ Briar Patch , 5:30 pm – 7:30 pm w/ heavy appetizers. All PBA members please contribute a beverage (wine or soft drinks).			

Respectfully submitted: *Katherine A. Jenkins*

Date: April 7, 2010