

Poquoson Business Alliance
March 4, 2009
Briar Patch Tea Room

Hosted by Becky Walker and Jack Moran LTC Insurance

Board Members Present: Cathie Abel Nelson - President
Susan Goodnight – Vice President
Bob Jacobson - Treasurer
Laurie Meree – Recording Secretary

Members : Steven Bryan – Dash One
Dave Callis – City of Poquoson
Jack Moran – LTC Insurance Choice
Becky Walker – Briar Patch
John Roberts – Ace Islander Hardware
Ute Jacobson – Ute’s Gift Shop
Vicki Church – BB&T Bank
Ethel Wornom – Studio of Music
Gail and Art Bristow – Hometown Help
Carl Ferreira – Industrial Development Authority
Wynette Jeffrey – Poquoson Museum
Tom Meree – ET Meree Consulting and City Council

Guests: Carolyn and Bruce Bauman – KAB Grounds Maintenance
Sandra Hood – Realtor, William E. Wood
Jodi Weygand – Retail Alliance
Tom Dean – CACI, Intl

Treasurer’s Report: We currently have 19 renewals of membership and \$2700.00 in checking

Meeting Minutes: Approved as written

Digital Picture Frame: Dave Callis reported that the hardware has been installed in the City Hall Entrance, towards the library above the Parks and Recreation bulletin board. Ken Somerset built a case for it. Dave will be meeting next week with the City Manager to finalize. He will look into a possible spot for brochures underneath.

Intern Request: Information on the intern has been submitted to the City Manager for consideration by council.

President’s Report: Cathie Abel Nelson reported that we are recruiting for committees on the PBA. People are needed to help with publicity, membership and special events.

Spring Fling: May 16 and 17 has been scheduled for the Spring Fling. Gail Bristow suggested having a van to transport people. Bob Jacobson discussed having signs to point to other attractions and businesses. Susan said they needed a permit for signs. Sherry Coffey is in charge of signs permit for the city. The PBA Board needs to know what businesses would be interested in signs. John Roberts suggested contacting the car companies in town to see if they might provide a van. Brochures with a city map would be helpful for the Spring Fling. Suggestions for interest included a poker run and a welcome tent.

Guest Speaker: Jodie Weygand with Retail Alliance was the guest speaker. The Retail Alliance is located in City Center. She discussed in detail 69 things to make your business more successful. An interactive survey took place. The 69 things included:

Credit card processing, Office supplies, Business insurance, Internet Expenses, Utility Bills, Banking fees, Telephone plans, Bulk buy, Details of cell phone plans, Subscriptions, Janitorial service, Some type of advertising, Check backgrounds for HR, Calling current employers not always the best idea, Contact local schools, Train, Employment contracts – make sure employees know what is expected, Explain why, Empower employees, Reward employees movie tickets,

Examine your expenditures, Gain more wallet share, Relate to customers, Invest in your brand now... put your name everywhere, Develop partnerships, Know your customers, Know your unique selling proposition, Check your language – be positive.

In bad economic conditions double the amount you spend on advertising.
Those that stay in the front for their customers and future one generally come out 45% ahead.

Reward referrals, Network, Write, Create an e-newsletter, Create an event, Take advantage of co-ops, Put your name everywhere, Get a website, Give something away, Cross promote, Send notes, Bundle, Create an award, Read, Donate, Work Returns, Use your windows, Use your vehicle, Take advantage of your connections, Give something away, News release

Jodi handed out copies of free websites for advertising.
Cheaplocaldeals.com Code at bottom 1903

Wynette Jeffrey won the door prize donated by Jack Moran of LTC Insurance Choice.

Meeting adjourned at 8:18 PM