

BMBA BOARD OF DIRECTORS MEETING

April 29, 2009

At Cabot Supermetals

ATTENDANCE: Matt Robb, Roger Lehmann, Lee Levensgood, John Patania, Michelle White, Joe Wynands, Mark Dieroff
Angie Zern

Absent: Heather Oxenford, Carol Graves, Brad Okoniewski

CALL TO ORDER: The meeting was called to order by Matt Robb 7:35 am

MINUTES: March minutes were approved as is: 1st Joe, 2nd Lee, approved.

FINANCIAL REPORT: Angie Zern reported as follows: March income was \$822.60, March expenses were \$1,352.21 with a balance of \$11,707.50 checkbook balance.

COMMITTEE REPORTS

Membership: Roger Lehman reported.

- The member directory is ready for printing. Should have it by next Wednesday membership meeting
- Those members not paid up on 2009 dues will receive final bill in the mail
- All members not paid up for the their will be removed from the website
- The committee is adding a procedure to help new members attend the meeting by getting a phone call the week before the meeting.
- New members will be received at their first breakfast meeting by the committee
- Following a breakfast meeting those not in attendance will receive a call from the committee
- The committee will give out a couple of free breakfast coupons to randomly selected companies who have not attended a monthly meeting recently. Coupon is only valid for next monthly meeting.
- Will need a budget to cover the free coupons
- A letter will be sent to those members who haven't updated their website information

Shadowing Day: Joe Wynands reported.

- The total cost of the Shadowing Day event was \$183.04
- The Boyertown Times is printing a good article about the event in the next issue
- The committee will present feedback surveys at the next meeting
- Boyertown High School was very happy with the event
- St. Joseph's Hospital agreed to take three students to shadow doctors for the day
- Calbot Supermetals took three students
- The committee will send a Thank You email to all hosts

Sidewalk Expo: Matt Robb reported.

- Harleysville Bank will not be participating this year
- Everything for the event is moving as anticipated

Business Marketing Seminar: Michelle White reported.

- There are three people on the committee including Michelle White, Michelle Cimino, and Kimberly Herman.
- Currently they are looking for a speaker whose talk will be motivational
- Locations in consideration are the Gilbertsville Fire Hall and the Hooks and Ladder Fire Hall
- A lighter fare will be explored

Publicity/Marketing: Matt Robb reported:

- **Membership Mixer:** The next mixer will be held at Fronheiser Pools on June 24, 2009 Lee will make up a flyer advertising the event
- **Membership Mixer December** to be held at Landis Jeweler

Speakers Bureau: Joe Wynands reported.

- Rhoda Indictor, Executive Director of Fellowship Farm, will speak at the next Membership Breakfast.

Nominating Committee: John Patania reported.

- Currently there are three open slots for 2010 Board of Directors. They are Secretary, Vice President, and Publicity/Marketing
- Requests for nominees will be take place at the September membership meeting
- It was suggested by Lee Levengood that perhaps the Secretary position be held by the Website Chair. John Patania will look up in the bylaws to see if this is possible.

Business Improvement Forum: John Patania reported.

- Six people attended this past month's meeting
- They will continue to meet and are changing the time to a breakfast meeting

OLD BUSINESS

BMBA Website: Lee Levengood reported

- Lee reported that he is receiving a lot of emails to send out their ads. The volume is getting quite cumbersome plus many members feel that they are receiving too many. It was decided by the board that Lee only send out ads in one document twice a month. Only members can submit news and announcements and be limited to a quarter page ad. The ad should include the company logo, website link, date, time, and location of the event
- Lee will send out an email to all members on the new policy concerning advertising. Any image should be limited to 100 x 100 pixels
- Lee has two email lists, one for the BMBA members and one for 230 contacts

BBB: Heather Oxenford no report.

Referral Group:

- Roger reported that Frank Morgan is replacing Ken Kriebel. They are continuing to meet on the 2nd and 4th Wednesday of the month.
- The group has developed their own brochure for their members and they will be paying for it themselves.

NEW BUSINESS

BMBA Marketing/Advertising

- Roger Lehmann suggested that the BMBA might want to publish a small brochure for prospective members explaining what our organization is all about. Lee will develop a small half page postcard which will be more economical than a brochure. Roger also suggested that we look into a table display for events which the organization attends. Matt Robb will look into Jeff Graber printing up banners.
- Heather Oxenford (not in attendance) suggested that the BMBA might want to participate in all Third Saturday events such as Oktoberfest and Coming Out of Hibernation. This is being considered by the board.

ADJOURN: Motion to adjourn the meeting was made: 1st Lee and 2nd Roger. Adjourned at 9:10 am

Submitted:

Michelle White, Secretary