

Conneaut Lake Area Business Association
General Membership Meeting
12/12/11
11:30 AM
Pizza Hut in Conneaut Lake

In Attendance:

Juliet Martsolf, Sue Anderson, Carol Kingzett, Laurie Nottingham, Stacey George, Betsy Sperry, Georgie Griggs, Judy Hughes, Carol West, Don Weyel, David Schepner, and Pamela Willis

The meeting was called to order at 11:38.

Secretary's minutes by Juliet, which were e-mailed, were approved from prior meeting on 11/15/11. 1st motion – Don Weyel, 2nd motion – Carol Kingzett

Treasurer's report by Laurie: Balance as of 12/12/11 is \$20,934.77.

There are two outstanding bills from the Pumpkin Fest. 1) Autism Check and 2) Cement work that needs done at the park. We will have estimates done in the spring, it is not feasible this late in the year. Motion to approve treasurer's report: 1st – Don Weyel, 2nd – Carol Kingzett

Committee Reports by Judy: Detailed sheets were given showing all income and expenses for all areas of Pumpkin Fest. Final report showed a positive profit of \$1622.98.

Bluegrass festival will be held on Friday night at the 2012 Pumpkin Fest

The Pumpkin Fest Advisory Committee developed a list of observations and recommendations to make the 2012 Pumpkin Fest even bigger and better.

The dates of the Pumpkin Fest will remain the 2nd weekend in October – October 12, 13, and 14

There will no longer be a theme associated with the Pumpkin Fest – although the parade WILL have a theme.

Future sweatshirts will NOT include a date, this way they can be sold year-to-year.

- Additional observations can be seen on report disbursed at the meeting.

Nominating Committee: Election of officers for 2012:

There are still 3 board positions available. Please step forward and fill these spots. It takes all of us to make our town truly great.

A motion was passed to approve the current nominations as they were presented. 1st – Juliet, 2nd – Don

Sue – president, Mike – vice president, Juliet – secretary, Laurie – treasurer, PJ – board member, Carol K – board member, and Carol West – board member.

President's Report:

Publicity: We urge people to join CLABA. We are here to help the businesses. "It is time to have everyone work together to build this town up." – Sue

Anderson

We have decided that we need to focus on publicity for the businesses that are part of CLABA. We want to update our website by having a very detailed calendar of events on it. Our website is what we need to get people HERE. * Anyone willing to help with the website please contact Sue.

Our signs must be updated with events in our town, otherwise how do we get the word out? We also want to send highlights of the meetings to the Tribune and to the Community News.

*Our brochures need to be bigger and better.

Promotion: We need a directory of member services for the visitors to our town. We do this by working with the Community Development committee and people like Geroge Nowak from the Rte 6 Artisan Trail. How about a kiosk in Conneaut Lake? We also promote our businesses through the Pumpkin Fest itself and the Scholarships we give.

Partnership: We must increase the business memberships by involving all community groups, beach clubs, and affiliates. (We need to get their information onto the yellow signs, too!)

New Business –

Donation of money to a local food bank. We want to publicize this through GoCrawfordCounty.org

A motion to donate \$500 to local food bank: 1st – David, 2nd – Carol K.

What about rack cards and holders in local businesses promoting more businesses?

"We have \$20,000 in the bank, what are we doing with it? We need to use it to promote this area, plain and simple." – Sue Anderson

Additional discussion about the CLABA website. Perhaps we need a backup drive to store all the information on? The website needs to be changed ASAP. David will find out more information on another webmaster.

Motion to adjourn the meeting 1st – Don, 2nd – Juliet.

Meeting was adjourned at 12:30.