



*Waterboro Association
of Businesses, Inc.*

MEETING MINUTES

The Monthly Meeting of the Waterboro Association of Businesses, Inc. was held on Wednesday, March 17th, 2010 at the L&M Floors and More, 961 Main Street, in Waterboro. President, Leo Binette, called the meeting to order at 7:40 a.m.

ROLL CALL

Leo Binette, Chris Binette, Mike Campbell, Marion McAvoy, Steven Strong, Kerry D'Angelis, Sherry Norton and Sara Belanger.

APPROVAL OF MINUTES

Minutes from the January meeting were reviewed, motioned and approved.

NEW BUSINESS

1. **Treasurer's Report** – Reviewed and approved. Current balance \$4,204.75.
2. **Business Development Committee Changes** – Several changes to the Business Development Committee meetings were discussed.
 - a. Combine BDC with Business After Hours, meeting once a month, possibly on a Friday afternoon, having round table discussions.
 - b. Focus on "Buy Local" campaign.
 - i. Possibly place bi-weekly ads in local papers reflecting "Buy Local".
 - ii. Kerry will check with local papers for ad pricing.
 - c. Use BAH advertising costs towards food for the monthly roundtable meetings.
 - d. Chris suggested adding our "Business Spotlight" to the agenda for these monthly meetings.
3. **Waterboro Economic Development Committee** will be holding an SBA Informational Meeting. Date to be determined and will be open to all 'area' businesses.
4. **2010-2011 Waterboro Area Guide**
 - a. Kick off is today.
 - b. AD deadline is April 30th.
 - c. We will entertain the addition of an 11x17 "FUN MAP" center pull out insert, focusing on area businesses and local points of interests; hiking trails, boat launch, etc.
 - d. Kerry will check on cost comparison of an attached pull out or separate insert.
 - e. Coupon pages appear not to be a feasible option as interest was not large. If anyone is interested in placing a coupon in their advertising section, this is a possibility.
 - f. Jill will continue to market for ads and new members.
 - g. Discounts for new member ads will continue as before.
 - h. Kerry will send out an e-mail with the updated information.

- i. Possible inclusion of historical pictures and locations.
 - j. Cost and expense will be relative and the guide will be of the same quality and representation. It was agreed that the guide was well received in 2009-2010.
 - i. Cost: approx \$4500, consisting of \$3600 for printing and \$900 for production, based on 44 pages.
 - ii. If Area Guide total pages increase, discussion will take place regarding an increase in production costs.
5. **New Member Application** – Willowbrook in Newfield has submitted an application for membership. Application accepted and approved. Welcome Willowbrook.

OLD BUSINESS

1. **April Business Spotlight** – Binette Insurance has been postponed for the Spotlight until the April Meeting.

APPOINTMENTS

1. **Proxy Voting** was brought to the table based on a letter received by a member of WAB who could not attend the meeting. By-laws were reviewed and it was determined from this that all members are allowed to send a representative from their organization/business as a voting member.
 - i. It was also determined that due to possible conflict of interest, members of the Board of Directors should not represent absent members with proxy votes.
 - ii. Monthly Agendas and meeting minutes are e-mailed to all members prior to that monthly meeting. Any questions or inquiries can be done via e-mail, in a timely fashion to allow a member/proxy to attend the next monthly meeting.
2. **Shaker Valley Little League** is again looking for sponsors. For \$200, your name is on the team hats and your sign will be posted at the field. Costs associated with the creation of the sign is the sponsor's responsibility.

REMINDERS

1. Next Monthly Meeting, Wed., April 21, 2010, 7:30 a.m., L&M Floors and More, 961 Main Street, Waterboro

ADJOURNMENT

Motioned for adjournment at 9:00 a.m., motion approved.