

East Paris Business Association
General Meeting 2/14/08
Minutes

Meeting was held at East Hills Athletic Club and was called to order at 8:04 AM.

Attendance: _____

Introductions of all present were completed.

- 1) New Board Member: Trish Spalding was formally introduced as a new board member at the General Meeting. Trish was appointed by President John Knoppers, as specified in the EPBA bylaws, to fill Kristine VanVonderen's absence.
- 2) Membership decals were present and distributed along with the EPBA brochures.
- 3) Adopt a Road: Clean up will be on April 19th in synch with Electronics Recycling Day. Meet at Integrated Architecture at 8:45 AM. We will have a sign-up at the March Meeting. All who participate will have to watch a safety video on VHS prior to their work.
- 4) Scavenger Hunt: Doreen Bolhuis and Jerry LaValley heading up this project to focus on increasing foot traffic. This will take place in the fall. It will be a 1 week long "Trick or Treat" from Business to Business featuring EPBA Bags & Maps. Each Business will offer a "gift". A couple of additional volunteers are requested to help. A Grand Prize to be drawn from those who complete the "hunt" and a stamp card to track progress / completion.
- 5) Law Enforcement Update: Officer Thomas Zimmerman – Overall it has been a slow month, (good) East Paris 13 calls, 1 citizens arrest, 1 larceny (laptop), 4 accidents. 28th street 23 calls.
- 6) Electronics Recycling: Saturday, April 19th, 9 AM to Noon at Integrated Architecture. The association will pay for the recycling company to come, those dropping off TV's will pay \$10 to recycle their items. There is also a fee to erase hard drives. We do not need to limit the advertising. CompRenew can handle a lot of items. We will have a table representing the association and its members and will need volunteers. Look for more info at later meetings. Next meeting we will have a sign-up for volunteers. Flyers were also present for posting and distribution. Also making strides to be included in local community events calendars / press release etc.
- 7) New Member Package: A "gift package" for new members as an incentive to join and also promote existing members. Items to include coupons, savings, freebies. Amy DeVries and Lisa Waalkes volunteered to help.
- 8) Erica's is having a 2 days Easter Event. Their chocolate event on Saturday 2/09/08 went well. The Electronics Recycling Event was promoted.
- 9) Gymco: Spiderman is coming back.
- 10) Laurie Lindrup will look into cloth bags with EPBA and ad space on the reverse side.
- 11) Amy DeVries – Any marketing strategy? Response : not yet. Right now it's word of mouth, brochures will help.
- 12) Jerry LaValley – American Cancer Society walk on May 30 to 31, 'let's put together a team to walk'.

13) Sponsors for Upcoming meetings: April 10th will be sponsored by Argus Financial Consultants. May 8th will be sponsored by Kuipers and Associates CPA.

14) John said that it is ok to use the EPBA logo on Members' websites and links.

15) Advance notice: We will be taking nominations for board members at the April Meeting. Elections will be at the May meeting.

16) East Hills Athletic Club Presentation

Meeting adjourned at 8:50 am

Respectfully Submitted,

Grant Winkelman
EPBA Board Member