

East Paris Business Association meeting minutes

March 8, 2007

Meeting held at Erika's Deli

Attendance:

Not recorded

- 1) Welcome and introductions
- 2) Discussion on advertising in Advance as an Association. Todd Anderson is a good contact at the Advance Newspapers. The Advance has discounts for first time advertisers: first 2 ads are half price. Discussion held on effectiveness of Advance. Some businesses have had no response, others have had great response.
- 3) Direct mailing is another possibility for advertising. Laurie has a list of businesses within a 2 mile radius of East Paris and Cascade.
- 4) Trish offered to design a brochure of members for the EPBA. John will e-mail the list we have so far of members.
- 5) We discussed having signs made up so motorists know they are entering the area of the EPBA. Sign ordinance is available at www.grandrapidstwp.org. We discussed creating a logo to be used on future signage and brochures.
- 6) Presentation by Wayne Harrall from Kent County Road Commission. Wayne gave us a rundown of the improvements that have been made to the roadways and traffic flow in the area in the last several years. Future improvements are restricted due to available space, funds.
- 7) Idea for future speaker. Recommendation was made to get someone involved in marketing. MJ will contact Stevens Advertising to see if they have someone available for the next meeting.
- 8) Ryan Coil has a contact with the A to Z section of the Grand Rapids Press to see if we can get published in that section.
- 9) Closing. Next meeting April 12, 8 am, at Erika's.