

**Lexington Business Association
Board Meeting
Wednesday, December 7, 2011**

Board Members Present: Steve Velloff, Peggy Stencel, Carol Watson, Deanna Werthman, Elise Root, Tyson Foerster

Board Members Absent: Betty Harvey

Guest: Terry Nolan

Steve Velloff called the meeting to order at 5:30 pm. Approval of Agenda.
Approved November minutes.

Carol Watson gave the treasurer report, 2011 ledger, Income and Expense Report and Balance Sheet. Discussed getting signature cards from Talmer Bank and Eastern Michigan Bank to add Steve's signature. 2012 dues, 2011 ads and 2012 ad money are coming in. Dues collected \$3950.00. Dues and ad balance is \$7967.50. Since Tyson and Deanna do not own businesses, they do not have to pay dues. Carol presented November Eastern Michigan Bank statement (art fair) and November Talmer Bank statement (LBA) as requested by Steve. Year To Date Income and expense report was presented to board as requested by Steve. Carol's off sight disaster plan is automatically downloaded to AT & T nightly. She also uses a thumb drive as a backup. Statement of change comparison requested (today vs year ago). The books are up to date other than owing \$600 for the Times Herald ad.

Steve informed the board that we are a 501 3d organization, not a 501c. Board members cannot profit from the LBA. Peggy does not benefit. Carol receives money from A-1 Web Design for the LBA web site. Deanna receives money from creating the Visitors Guides and Walking Maps. Does Betty benefit any money?

LBA review of the General Meeting 11/8/2011. Comments:

- Need more people. Incentives? Possible mailers?
- What would it take to get more participation?
- Have to have 2 meetings (spring and summer)
- Possible awards in the fall for chair people
- Joe Rzepka died a year ago. Use of donation money?

- \$6 party cheap and free beer. End of the year should be recognition
- Spring kick off

- Discover the Blue – Terry Nolan
- Radio proposal by Diana from Radio First is Peggy
- Bluewater Regional Chamber. Peggy made a motion to join the chamber but no extra ad. Tyson seconded. Renewal dues is \$249.00 to be a member.
- Last minute 2011 ad – same as Midwest Living. More research needed. \$275.00 for 1/8th of a page. Benefit: MDOT and web site

Deanna and Gene Galley from Noble are the marketing Committee and will discuss advertising. They will put together a budget by next meeting which is 01/02/2012.

DDA ads want us to be about the shopping experience. DDA paid for ads in Sanilac Tourism Book and Michigan Blue book.

Terry Nolan talked about Discover the Blue. It is part of Pure Michigan and Michigan.org. Full book. DDA gives \$5000 annually for Lexington to be a part of Discover the Blue. Each destination has a different section. Deadline for ad is 12/31/11. Projection is 3 ½ pages. Retail ½ page and ½ page for food. Terry will follow up with all proprietors. It will come out in May. 11/14-12/14 led in Port Huron DDA paid for advertising exit 274 Billboard. Focus is seasonal – web, state, tours, Chi town.

Terry looking for partner for a “Welcome Back Initiative”. \$1600 – live remote for us 4th. DDA will do it.

Carol – LBA video updated. Total cost by Pulse Media was \$2200.00.

Social Media

- Create 1 data base
- Met with hazard, master email list
- Volunteers enter emails. Need committee
- Social media – Tyson
- Connie (Steve’s wife) volunteered to email proposal for this

Discussions on Bike night, Margaritafest, Ladies Night Out, Lexington Days (nothing changes) and Oktoberfest.

Steve showed a list of expenditures from the Art Fair for Betty.

Board suggested different ideas for Ladies Getaway Weekend. Entertainment, spas, massages, manicures, pedicures, psychic.

Every event needs a description – 3 lines

Remove Anita's phone # and add email address instead.

Officers will not receive free advertising. We are not paying to cut the Village Green.

Think about a number of how much money the president can spend with a verbal okay.

Check in to bonding for the officers

Peggy, Tyson and Elise left for the Zoning board meeting. Meeting adjourned at 6:45 PM for lack of quorum.

Notes taken by Tyson Foerster, trustee and Carol Watson, treasurer