

## Southport Business Association – 12/14/15

Members Present – Dan Williams, Lori Jones, Karen Harris, Tom Holleran, Todd McClelland, Betty McClelland, Glenn McClelland

### Old Business –

Christmas Land and the Southport Parade were very successful this year. It grew from last year. The SBA contributed \$2,500 toward a new electrical trailer. Williams Construction and Curren RV Sales prepared the trailer for use.

Lori Jones updated the group on the financials. Donations to rebuild Christmas Land total \$100, snowflake sales are \$175, and raffle money collected is \$41. Lori also updates the Facebook page and sends Burt Beebe the minutes, announcements, and photos of events to be put on the website.

Next month there will be a breakfast meeting with guest speaker Denis Sweeney. He will be discussing advertising and marketing for small businesses.

### Discussion –

It was suggested that next year, flyers should be printed advertising Christmas Land and the parade, and put in business windows. A later start time would benefit the floats with lights, adding more floats, and forming a committee consisting of Southport organization members. It was mentioned to contact BOCES criminal justice students and volunteer firefighters to help with traffic control. It was also suggested that Cedar St. be closed and Town Officials should walk in the parade.

Discussion regarding updating Christmas Land included lights around the live reindeer, upgrade displays, lighted decorations, tree with lights, move displays toward the front on the property, carolers, and more restrooms.

### New Business –

There was discussion on changing membership dues to the same amount for both Southport and Southside businesses.

Redesign the membership application to a trifold that highlights membership benefits, photos, and the application.

Create job descriptions, subcommittees and develop a marketing plan.

Define the SBA's role in community events.

Nominations for officers are due by February 1, with elections on Feb 8<sup>th</sup>.

Bring a member to the breakfast meeting.

### Next Month –

Guest speaker Denis Sweeney of Sweeney Enterprises, LLC. Denis will be discussing *Small Business Marketing Methods with a Shoestring Budget*.

- Importance of a Business Marketing Plan
- Inexpensive Traditional Marketing Strategies
- Utilizing Social Media Approaches

Next meeting is January 12, 2015 at 8:00 am at McClelland Catering Room. Buffet breakfast available for purchase.