



East Greenbush Business Alliance

EGBA Meeting
Monday, April 21, 2008
Notes

In attendance: Kim Levy (FFI), Sara Sheldon (Sara's Garden Maids), Patrick Ryan (Talk1300), Jim Thayer (The UPS Store), Ann Taylor (NBT Bank), Nancy Keenholts (The Country Trunk), Tim Hurley (PetsKleen), Kim Heffner (Pioneer Bank), Brian Zweig (Business Opportunities), Ruth Johnson (AFLAC) and Rick Matters (EG Town Council)

New to the EGBA: Chris Petro (Halliday Financial Group), Robert Mendoza (The Beach) and Joyce Pruett (Preutt Enterprise)

We went right into PR/Marketing update after intros.

Brian Z and Ruth J presented two opinions on the EG map project regarding color choices. One was a 2-color map, for \$1000 and the other would be a 4-color for \$2500. Each quote is approximate for 10,000 copies, 11"x17". With 35-40 ads per side, the cost is approximately \$35/\$70 per ad, depending on the size. The group decided to go with the 4-color map and will get an update on the pricing, from 2 different printers.

Ginny S has priced and is going to order the EGBA window clings. Cost to follow.

New Membership:

The phone calls to prospective members from Lynne R need to be completed and returned to Lynne ASAP.

Kim H has taken on contacting new DBAs from the newspaper and putting together a welcome package. This may include the EGBA map, window cling, Becker's flowers/plant.

Beautification:

Sara S reported on the success and future of the Spring clean-up on Rte 9/20. Thank you to everyone who came out!! Turnout was good, 18 members and non-members came out to volunteer: Sara S, Nancy K, Lynne C, Kim L, Lynne R, Ann T, Mike C, Brian Z, Rick M, Don S, Debbie & Vernon S, Pat C, Steve S, Lauren M, Bill S, Carmella H, and Francine G. She said that we cleaned up approximately 1/3 of the island, across from Fucillo Ford, who brought us cold

water bottles! Nancy K took pictures and had them on display for the meeting. The clean-up will continue this Saturday, same place, same time (9:20a – 11:30a). Sara introduced the idea of a monthly clean-up on Thursday evenings around 6p. Please let her know if this is a convenient time – sshel_2000@yahoo.com.

Becker's plants will be delivered on Wednesday, May 14. Time to be determined. Trucks needed! Please let Sara or Lynne C know if you can help. Robert M had an idea to package the plants with the window cling (or something else) as to not nickel and dime our members. A decision was not made, as pricing still needs to be worked out on the items in question.

Attached is the excel spreadsheet of EGBA members. Susanne K is the keeper of the list and Kim L will coordinate with her to keep it updated, as well as the email list.

The next meeting is this Wednesday at 11a at the Fairfield Inn – PR/Marketing. If there is pricing on the map, which will be presented and decided upon. An August retail event will be detailed – 08/08/08.

Please sign up for the next AAH – Alliance After Hours – online at egbiz.org Tuesday, May 6 from 6-8p at Gettysburg Flag Works

Jim L is presenting a seminar on Web Presence. Please sign up online at egbiz.org. It is on Thursday, May 15. Sign-in and mingle at 3p, the seminar should run from 3:30p until 5p.

Questions? Email kim@egbiz.org or any of the sub-committee chairs:

Sara Sheldon and Lynne Catelotti – Beautification

Lynne Catelotti – October retail event

Ann Taylor and Linda Coonrad – AAH events

Nancy Keenholts and Kim Levy – PR/Marketing

Nancy Keenholts – August retail event, press releases

Ginny O'Brien – Archivist

Lynne Richards and Susanne Keller – membership

Brian Zweig and Ruth Johnson – EG map

Jim Letzelter and Kim Levy – website

Ginny Siciliano – window clings and Our Towne advertising

Kim Levy and Rick Matters – abandoned buildings