



The East Greenbush Business Alliance

EGBA Meeting
Monday, May 19, 2008

In Attendance: Kim Levy (Fairfield Inn), Jim Thayer (UPS Store), Jim Letzelter (Tech Valley Webs), Sandy Lee (Berkshire Bank), Lynne Catelotti (Good Buy Books), Ginny O'Brien (Coldwell Banker), Rick Matters (EB Town Board), Brian Zweig (Rensco Legislature), Bridget Chandler (Simply Acct & Bookkeeping Serv), Linda Coonrad (AFLAC), Nancy Keenholts (Country Trunk), Lynne Richards (Lynne Dees Gallery), Rick Kessler (Prudential Realty), Ann Taylor (NBT Bank), Barb Kelp (Petsleen), Lynn Chesseor (photographer), Lorraine Greaney (EG Window Coverings), Ryan Silva (Rensco Chamber of Commerce) and Jen O'Brien (freelance writer)

Updates on future meetings:

Wednesday, May 21 at 11am at FFI – PR/Marketing
*Hammer out ideas for 08-08-08 retail opportunity
*Discussion on Saturday in the Park – how best to market the EGBA
*EGBA calendar
Monday, June 9 at 10am at Good Buy Books – Steering committee
Monday, June 16 at 4pm at EG Library – EGBA
Wednesday, June 18 at 11am at FFI – PR/Marketing

Next AAH – Alliance After Hours:

Monday, June 2 at Zachary's Pastry Shoppe
6-8p
\$5 entry to offset cost

Wednesday, July 9 at Tech Valley Webs
6-8p
Wine theme

Please RSVP thru EGBA website: egba.org

Vacant Buildings:

Through sources, Kim.L reported that the old Weathervane is to be razed. A small strip mall will be built to possibly house a bank, pharmacy and restaurant. Rick.M verified this is at the planning stage and is in front of the EG Planning

Board. Rick also mentioned that the new B-1 zone may be implemented, where the new structure will be closer to the road with a courtyard and parking in the rear. (13000 sq ft pharmacy, 3500 sq ft bank and a similar size restaurant) A larger restaurant was initially in the works; however, the town water does not reach this site.

Ginny.O is spearheading a group to have an EGBA table at **Saturday in the Park**. The date is September 20, from 11a – 4p. The cost is \$25 for the table. Volunteers will be asked to ‘man’ the EGBA table for a couple of hours per shift. EGBA info will be made readily available.

PR/Marketing:

The idea of Green-bucks was brought up in the Steering Committee and offered on the table today. It would be used as another way to get locals to shop local. Sandy.L is going to find out what the “Berkshire-buck” is all about and report back. Kim.L offered to start the design of the Green-buck. Can we use this at the table at Saturday in the Park? In an EGBA calendar? At retail outlets?

Ann.T at NBT Bank holds the window clings (in the vault!). They can be purchased \$5 for 2 each. The money will go towards paying the initial bill. We have 500 of them.

The map. Brian.Z reported that we are going with Curtis Printing. \$1300 for 10,000 maps – Curtis is donating the design. He will work out the details with Curtis – deadlines, size of ads and in what format the ads need to be submitted in.

Nancy.K reported on the opportunity to advertise in the Advertiser. The deadline for June 13 issue is June 7. Please contact her at the Country Trunk. 08-08-08 retail opportunity is also under Nancy’s wing. We will try to detail it at this week’s PR meeting.

A writing contest, “Why Shop Local” is in the planning stages, hopefully to coordinate with the EG Library’s Summer Reading Program. Another opportunity to spread the Green-bucks?

June 1 is the deadline to get your calling list to Lynne.R

Beautification:

Sara.S is planning on meeting with Pete Partak to find out what, if anything, EGBA can plant in the newly cleaned up island on 9/20 and what support the EG Town can give us in this endeavor.

Someone saw the teachers cleaning up on 9/20!

Someone was seen cleaning up around the gas station at 9/20!

Ryan Silva, Rensco Chamber, was kind enough to attend the meeting and catch us up on what the Chamber has been working on.

He and Linda Hillman are looking into a tax id for EGBA.

The Tourism Guide is being reprinted. 80,000 copies are planned with updated retail and restaurant sections, as well as a pull-out map – highlighting Troy and East Greenbush. The deadline for ads is August 1. They are looking for sole sponsorship of the maps, \$10K.

They are adding an Economic Office with a full-time staff person. This office will assist new and existing businesses in marketing and sales opportunities and training.

Ryan and Linda are meeting to talk about further partnership between the Chamber and the EGBA.

Jen O'Brien, freelance writer, attended and is interested in a story about the relationship of business owners, gas prices and shopping local.

The third EGBA seminar is penciled in at EG Town Building for Thursday, June 19 from 3-5p. Kate Baker, from U Albany, is a Business Advisor and will be conducting a round table discussion on "Achieving the Next Level of Success". Please RSVP on the EGBA website.

And finally, we raffled off a hanging basket from Becker's Farm. \$5 per ticket was charged. We raised enough money to buy the basket and add just as much to the static cling fund! Lynne Richards of Lynne Dee's Gallery won!