

ASHFORD BUSINESS OWNERS ASSOCIATION
P.O. Box 283
Ashford, CT 06278

Minutes of Regular Meeting
Held at Westford Hill Distillers
Wednesday, October 18, 2006

Call to Order

Meeting called to order by President Janice Sentivany following a tour of Westford Hill Distillers

Attendee Introductions

Al and Susan Dzedzic joined us this month. They own Seraphim Creatives – a recording and CD duplicating businesses in Ashford. Susan is also a journalist for the Reminder. Following the meeting, she wrote and published this article about the Association and monthly updates may follow:

<http://www.remindernewspapers.com/Default/Scripting/ArticleWin.asp?Skin=Stafford&BaseHref=STAFF/2006/10/31&ViewMode=GIF&EntityID=Ar00101&Url=ReminderNewspapers.com&Ti=10-31-06%20-Ashford%20Business%20Owners%20Association%20connects%20local%20entrepreneurs>

Hear from the Public and/or Invited Guests

After a tour and discussion of her business, Margaret Chatey, who has a background in advertising/marketing, led the group in a discussion about targeting desirable customers and tips for marketing businesses. The Association extends sincere appreciation for the hospitality of Margaret and Louis Chatey for holding this meeting at their home and business.

Approval of Minutes

Minutes of the September meeting were unanimously approved.

Approval of Treasurer's Report

Several membership checks have been received, but Janice has been unable to connect with Treasurer Pat Cosgrove to have him deposit them. Janice will open a bank account, deposit the checks and follow up with Pat.

Old Business

- President Sentivany announced that the Association is still in need of a new Recording/Corresponding Secretary.
- Bob Layton, the Association webmaster provided information for our review regarding the costs, timeline and basics of setting up an Association Website.
- Veronika Myers presented a draft membership/dues form for review. She will add a line for collecting business e-mail addresses and print copies for sending out to potential members.

-Janice will contact Scott Brennan regarding the construction of the sign/directory board for in front of the Library.

New Business

-Gary Stevens volunteered to chair the Membership subcommittee and he will work on a mailing of the membership/dues form to the businesses on our list.

-The Executive Committee scheduled a meeting for Wednesday night 10/25 to focus in on particular issues and projects to work on first.

The group discussed the need to focus on a core mission to promote the BOA. What do we want potential members to know about the BOA? What's in it for them?

The Association needs to focus on certain projects to become more visible. Some suggestions included: (1) forging ahead with the sign/directory board, (2) scheduling and promoting a program of speakers, (3) scheduling a business fair by mid-2007.

The group also discussed a possible change to the By-Laws – dues to remain \$50 per year payable at the annual meeting in September each year. However, if members join after July 1, no dues would be due until September.

Confirm Date, Time, Location & Agenda for Next Meeting

Wednesday, November 15 – 7:00 p.m. – Ashford Town Offices

Agenda Items:

Nominations to fill the Position of Recording/Corresponding Secretary

Treasurer's Report

Old Business Discussion

~Review Executive Committee meeting discussion

~Review Membership Committee progress

~Review of potential Association projects, including Directory Board for town center

New Business Discussion

~Review of correspondence received

Confirm Time, Date, Location & Agenda for Next Meeting

Adjourn

With no further issues for discussion, President Sentivany adjourned the meeting.

Respectfully Submitted,

Gail D. Metsack

Interim Recording/Corresponding Secretary