

**New Holland Business Association
Meeting Minutes
March 15, 2011**

The meeting was called to order by Deb Reichard 7:40 am.

We would like to welcome new member, Dr. Chester Laskoski. Dr. Laskoski has a practice in Podiatric medicine at 430 West Main Street where he treats all kinds of ailments of the feet including sports injuries. We also welcomed a guest, Bruce Clark of New Holland, who has recently opened a management consulting business.

Treasurer's Report

Judy Bills presented the Treasurer's Report which is attached to the minutes. Income from the dues is coming in. Income will increase when the income from Adopt-A-Planter starts coming in.

New Holland Revitalization

The ReUzit building was sold. The purchaser is a part owner of Goods Store in East Earl. We do not know what his plans are. There is no word on any progress on the sale of the old B&B although a couple of people have entered bids. Work continues on the New Holland Historical society museum in the Kauffman's Building.

New Holland Visions has been accepted as a client of the Masters Degree class in Social Entrepreneurship and Community Development. As part of their course work, students will study some specified needs of the organization and develop a plan to help accomplish these goals.

Larry Martin mentioned that the Liberty Fire Company is using money from the fund set up to honor former chief Barry Auker to construct a small museum in the bay at the East Main Street fire station where the LaFrance engine is stored.

New Holland Farmers Market

Market opens May 7th. Ginny handed out copies of the 2011 Special Events Calendar and Vendor Listing for the market. There is something going on every week! The NHBA has agreed to help with setup and clean up on May 7th. If you would like to help that day please contact Deb. If you would like to help at any other time during the market season please contact Ginny.

Adopt-a-Planter

Letters should go out this week. The planters will go out around May 10th. We are looking for a new place to get the aluminum plaques that we put on the planters. If anyone has any ideas please contact Todd Burkhart. We would like to expand this program farther west on Main Street but can only do this when we find sponsors for all of the existing planters. This is our only fundraiser so please consider becoming a sponsor.

Welcome to New Holland Program

So far we have sent out about 80 letters and have given out about 40 bags. We have already heard back from businesses which have had a response to their offers. We are offering businesses the opportunity to be a pick up location for the bags. There will be a different pick up location every month. If you are interested in being a pick up location please contact Deb.

Networking Events

Our Spring Networking Breakfast will be held in place of next month's meeting on Tuesday morning, April 19 at Garden Spot Village. The speakers will be Kae Kohl and Bede Fahey of Kiwi Marketing Group. The topic is "How Social Media can help you Promote your Business".

All New Holland area business people are invited to attend and invitations will be sent out in late March. We also use this as a chance to recruit new members so we encourage you to bring friends or colleagues who might have an interest in our organization.

Banners

It is time to replace the banners this year and this is a major budget expense. Todd Burkhart wondered if the impact of the banners justifies the expense. Some of the limitations of the program is that they are not regularly spaced due to restrictions on which poles we can use, the size of the banners is limited due to Pendot and PPL regulations and many are obliterated by the maze of wires on Main Street. After some discussion we decided to explore the possibility of just posting banners at entrances to town and major intersections. No one was opposed to downsizing the program considerably. A committee will meet to come up with a proposal and banner designs.

Promotion/Events Group

The Promotion/Events group had their first meeting Monday evening. There was a great turnout and a lot of good ideas. There was consensus that it would be beneficial to us to plan events to coincide with existing events. We decided to start with four events this year. These events will be:

- Memorial Day weekend, May 28, 29 and 30. Preliminary plans for this event will include outdoor entertainment and a chicken barbecue at the corner of Roberts and Main and a special dinner for Veterans at Boswell's Restaurant on Sunday in addition to the traditional Memorial Day parade.
- Saturday, June 25th, the day of the NH Summer Arts Arts & Craft Show
- In coordination with Summerfest in late August
- Christmas on Main, Saturday December 3

We will encourage local businesses to get involved and plan special events or sales of their own on these weekends and will investigate the possibility of joint advertising and other publicity.

Other business

Duane Miller mentioned that the **Lancaster County Flower Show** will be held at the Rec Center from April 14 thru 16th. They are still looking for vendors, especially landscapers, if you know of anyone who would be interested please have them contact the Rec. They also have a membership drive underway. There will be a drawing for prizes including box seat tickets to a Phillies game.

New Holland Summer Arts has recently sent out their request for sponsors for the 2011 season. We sponsored a program for the last several years and will continue this year. Sponsors are welcome to set up a table to promote their organization or business at the event they sponsor. We will make every effort to do that this year.

Our next meeting will be our Networking breakfast, Tuesday morning April 19 at Garden Spot Village. Our next regular meeting will be Tuesday morning, May 17th.

The meeting adjourned at 8:35am.

Respectfully submitted,
Deb Reichard
(for Linda Dodge)

NEW HOLLAND BUSINESS ASSOCIATION
 TREASURER'S REPORT
 THRU 3/14/2011

INCOME:	Year to Date	Budget	<u>Remaining</u> to be spent
Membership Dues	2,102.90	6,000.00	3,897.10
Grants	0.00	0.00	0.00
Planter Income	0.00	9,300.00	9,300.00
NHBNSCORE Workshop Income	0.00	0.00	0.00
Miscellaneous Income	<u>50.00</u>	<u>300.00</u>	<u>250.00</u>
TOTAL INCOME:	2,152.90	15,600.00	13,447.10
EXPENSES:			
Administrative Expenses			
Insurance	0.00	450.00	450.00
Office Supplies	430.00	400.00	-30.00
Postage	88.00	300.00	212.00
Printing	0.00	150.00	150.00
Professional Fees	0.00	200.00	200.00
Meeting Expense	122.16	1,000.00	877.84
Web Site	<u>0.00</u>	<u>300.00</u>	<u>300.00</u>
Total Administrative Expense	640.16	2,800.00	2,159.84
Business Promotion			
Membership Brochure	0.00	1,500.00	1,500.00
Networking Programs	0.00	750.00	750.00
SCORE Workshops	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Business Promotion	0.00	2,250.00	2,250.00
Donations			
Donations	0.00	2,000.00	2,000.00
Program Expense			
Banner Expense	0.00	8,000.00	8,000.00
Business Revitalization	0.00	2,000.00	2,000.00
Event Expense	267.31	2,000.00	1,732.69
Gift Certificate Expense	25.00	200.00	175.00
Welcome Program	0.00	500.00	500.00
Planter Expense	<u>0.00</u>	<u>3,500.00</u>	<u>3,500.00</u>
Total Program Expense	292.31	16,200.00	15,907.69
TOTAL EXPENSE:	932.47	23,250.00	22,317.53
NET INCOME 2010 TO DATE	1,220.43	-7,650.00	
ACCOUNT BALANCES:			
PNC Checking	10,342.99		