

OTBA General Meeting Minutes

January 20, 2010

8am-8:30am Coffee and Social

8:30 Buffet Breakfast Served

8:45 Meeting called to order

Pledge of Allegiance

Introduction of those in attendance and members - __ attendees

President Joanne Wunderly:

- Welcomed everyone to the meeting and began introductions of those present in the meeting.
- Recapped new items for OTBA such as Online Minutes and Newsletter
- Explained OTBA's involvement with the 1st Annual Veterans Day Parade, Signs posted at the Farmers Market letting shoppers know about the shops and services in Old Town, The Guide to Shops and Services printed annually with maps and member businesses information, 350 Project continuing and our meeting location to remain at La Capilla with continental breakfast.
- Discussed an article she found in the paper with information and statistics showing how "By Local Campaigns" can help generate business (similar to the 350 project).
- Introduced new board members and others who support OTBA efforts:
 - Jan – Treasurer
 - Mary – Shops and Services Guide
 - Lou & Marie Balboni – Signage in Old Town
 - Mike – Vice President
- Thanked City Council Member and Major Parrish for continued support of OTBA and the following:
 - Snow removal
 - WTOP Ads
 - Sponsorship of the Gift Cards for Old Town Shops
 - Pedestrian markers which slow traffic through Old Town
- CTA Training held on Wednesday, January 27, 2010 at La Capilla for 4 hours, cost \$49.
- February 10, 2010 Meeting will have guest speaker Barry Roberts with Take 2 Productions to discuss marketing ideas.
- March Meeting guest speaker Jean Kellogg, Hilton Center for Performing Arts
- Discussed ideas generated from the Board Retreat Meeting held on January 18, 2010:
 - Starting in March we would like to begin "Friday After 5" every Friday night from 5pm-8pm to get more people into Old Town.
 - Hosting a Junior Art Exhibit similar to that of the Gallery Walk but for local youth.
 - Working on getting the 350 project banner created and put up on the side of Prospero's Books.

- Would like to work on consistent business hours for all businesses and shops to facilitate more shoppers coming and staying in the area.
- Suggestion boxes as each table during monthly OTBA meetings for additional ideas to bring business into Old Town
- 50/50 Raffle at each monthly meeting to generate more money to host events and keep annual dues low. Tickets will be \$2 each or \$3 for 5.

Mayor Parrish was in attendance:

- Thanked Joanne for all her hard work with the OTBA and her business
- Acknowledged the Council Members and their effort to support the businesses in Old Town
- Recommended folding signs around town during events to pointing towards free parking areas.

Joanne Opened the floor for announcements or upcoming events from those in attendance:

Ducks Unlimited event –

La Capilla celebrating 1st year in business on January 20, 2010 at 6:30. Invited everyone for free tacos.

Chamber – Young professionals Ice Skating up to 6:30 pm on January 20, 2010.

Harris Pavilion – Winterfest Saturday, January 23, 2010 from 12-5pm

Ardaiolo, Bausman & Associates – Women's Seminar on Tuesday, January 26, 2010 from 5pm-9pm. Local businesses invited to set up a table to promote their shops and services.

Meeting adjourned 9:35 am.

NO DECEMBER MEETING.

Next general meeting - February 10, 2010 – La Capilla 8am Breakfast – 8:30 Meeting