

Springfield Business Association Meeting Notes

Date: February 21, 2019

Attendees: Laura Osborn, Amy Busch, Keith Hentzen, Tyler Mohr, Adam Corriano, Peyton Maas, Hunter Hand, Luke Rosser, Robin Nielsen, Brian Naffziger, Bill Schlange, Glenda Hart, Dan Williams, Sarah Rudolph, Paul Swanson, Cheri Leitges, Chuck Chevalier, Margie Trembly, Molly Amick

Mission Statement: To promote the business community in Springfield

Discussion:

Business Association Overview - Keith kicked off the meeting with a summary of the association; where it started, where its been and where it left off.

- Originally 2 groups were created; Springfield Business Association & Springfield Community Foundation
- Funds left in the account
 - Annual Dues were \$50 in 2005
- OUR FOCUS - revive the Business Association
 - Goals - Networking among business owners
 - Provide support to one another (new ideas, referrals)
 - Grow our businesses; draw people out to Springfield...Destination spot people will want to visit

Business Brochure/Pamphlet - Paul Swanson (Papillion Times) provided an overview of what other communities have done in the past for advertisement.

- Many options from a full-scale poster size layout to a trifold layout
 - Area business display for patrons to grab
 - Delivered via OMH (Distribution in Papillion Times and OWH options available - determines cost)
 - Located at Sarpy County Tourism Office
- Digital Footprint (This option would be considered a landing page for area businesses with a link to provide more details on offerings, etc.) Example:
http://omaha.com/app/events/Benson_Fun_Lovers_Map_031318/
 - Brochures can be updated as often as needed but typically other associations do this maybe twice a year, depending on needs. Everything is digitized, so its easy to change.
- **Tabled Topics/Next Steps:**
 - What is the consensus on the brochure? Is this something that is favorable? If so, move quickly to have it ready by Springfield Days (early June)
 - 6-8 weeks lead time is needed to create a brochure for initial set up.
 - Springfield Business Association Website (Definitely an immediate need based on group discussion)
 - Annual Dues...What type of memberships will be offered?
 - Do we stick with 1 level or multiple levels
- **Next Meeting** - Thursday, March 21st @ 5:30pm, Wicked Hen Farmhouse Cafe