



Springfield Business Association Meeting Notes

Date: June 24th, 2019

*** Meeting Called to Order (President - Laura Osborn) — 5:49pm ***

Mission Statement: To promote the business community in Springfield

Attendees: Glenda Keys, Laura Osborn, Peyton Mass, Robin & Mike Nielsen, Brian Naffziger, Margie Trembly, Diane Sullivan, Chuck Chevalier, Cheri Keitges, Tyler Mohr, Courtney Grayson & Terry Reinhart, Sheldon Hawkins, Amber Dyer, Amy Busch

- A big **THANK YOU** and **SHOUT OUT** to Terry & Courtney at Redberry Innovations for hosting June's meeting and for all the snacks and beverages!!

Discussion

- **Meeting Kick-off - Business Overview of Redberry Innovations** - offers cyber security website security, product security (government work - department of defense...civilian side...cable, artificial intelligence, etc...) Companies that have too much data and need help. They leverage machine data to optimize your business through process structure, etc...
- **Retail Committee** to be created - work together to promote events and drive business to Springfield with a retail specific focus. Peyton Maas to coordinate with our retail members.
- **Holiday Lights Parade**
 - Partner with City on this event. Ideas - Float, Themed Holiday Walking Tour at businesses (something with a punch card possibly to be picked up at the supper...business to be open during event to draw people in and get to know the businesses and owners.
- **CWS & Berkshire Hathaway Promotions** - How do we draw in or promote Springfield when larger events like this are in town.
 - Reach out to Fred @ Sarpy County Tourism - Are they currently doing anything?
 - What about area hotels? Are we able to create something to be given to guests as they check in?

Membership Update

- 35 members with 7 new members joining:
 - **Runza**
 - **Black Sheep Coffee**
 - **Leading Edge Lawncare and Landscape**
 - **A Step Ahead Child Care**
 - **Fruit at my Office**
 - **Dani Schram REALTOR, Berkshire Hathaway Ambassador Real Estate**
 - **Jim Wulf, Gemini Metal Works - (signed up the night of the meeting).**

- **The board voted to comp memberships for**
 - **Springfield Community Schools and Springfield Platteview Alumni & Friends Society**

Upcoming/Future Events

- Fair - what should we do...is there anything the business association can do? (Amy Busch to Chair)
 - Price out signage and banner
 - Amber - Expressions
 - Katie - Dolphens Design & Sign Printing
 - Talk to Sarah and JT about cost of sponsorship and where would we hang it
- August - Business Walking Tour (Chair - Hunter Hand) He will be sending out a survey. Please respond so we know what kind of participation and businesses that want to host.
- Satin Hanger - National Bridal Sales Event - July 19th - 20th
- SYAA Spring Fling Donation - August 17th (Association to put together a Silent Auction Basket. Items due July 26th)

Treasurers Report

- Current balance - \$4,034.52
 - **Follow Up Item:** Check to Lauren for HeadShots is still outstanding (\$100 - has not picked up from the Cafe yet)
- Future meetings to include ongoing budget discussions regarding purchases for Welcome Packets and other items that will benefit the growth of business in Springfield

City of Springfield Report (no one in attendance this session)

Marketing Updates

- Springfield Business Association Logo - we have a winner - jpeg to be sent to us so we can use on our website
 - *Clay wins the Black Sheep Coffee gift certificate - Congratulations Clay of Springfield Fitness & Nutrition*
- Directory - In Progress and will be sent to all members to validate information...we will provide a hard copy and soft copy to all members.
- Window Decals - working to price out

Business Promotions

- Website/Directory - Tyler to talk to his contact that just did their website redesign for the daycare - Red-berry Innovations has some connections to check with - leverage new contacts for pricing
- Welcome Packets - New Springfield Residents living in the 68059 zip code
 - Laura looking into existing process
 - Amber looking into cost of bags, etc.
 - Diane will start collecting and organizing business promotions to be included in packets. If businesses want to participate, we are suggesting to start with 100 pieces. Diane Sullivan will collect. Suggested items are coupons, ads, flyers, promotional items. Contact Diane 402-616-5946.
- SYAA Spring Fling Basket Donation – Diane Sullivan to chair and organize. If you want to donate an item – please get to Diane 402-616-5946.

* Meeting Adjourned (President - Laura Osborn) — 6:55pm**

- **Next Meeting** - Wednesday, July 24th @ 6pm - A Step Ahead with snacks provided by Runza (Thank you Tyler and Brian)