



## AGENDA

### July 24, 2019, 6:30 pm – Business Meeting A Step Ahead

*\*\* Meeting Called to Order (President - Laura Osborn) — 6:25pm \*\**

**Mission Statement:** To promote the business community in Springfield

**Attendees:** Tyler Mohr, Brian Naffziger, Hunter Hand, Julie Foged-Lee, Laura Osborn, Keith Hentzen, Margie Trembly, Diane Sullivan, Sheldon Hawkins, Amber Dyer, Glenda Hart, Mark McChesney

A big **THANK YOU** and **SHOUT OUT** to **Tyler Mohr at A Step Ahead** for hosting meeting at his facility and to **Brian Naffziger at Runza** for providing food and drinks for the meeting!!

#### **Membership Update. Newest Members – 39 current members**

- Gemini Metal Works
- 5.6.7.8 Dance Studio
- Springfield Platteview Alumni and Friends Society
- Springfield Platteview School District

#### **Events Discussion**

- **Business Walking Tour** – Hunter Hand gave update on walking tour and those who responded to survey. There are some businesses open during that time, so we will plan accordingly to include those businesses without interrupting their classes and appointments. **\*\*\*After meeting, it was determined to move the walking tour to September. Event details will be shared at August meeting.\*\*\***
- **Sarpy County Fair** – cost to put up an SBA banner was \$500. Group decided cost was too high for the exposure.
- **Homecoming Parade** – In discussion with high school on students decorating business storefronts and about individual businesses sponsoring homecoming parade.
- **“Making Spirits Bright - A Springfield Holiday Tradition”** Nov 25, 2019 – discussion to partner with city on event with business involvement by creating activities/ themes. We have a small committee working on this. Please let me know if you want to help.
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- **Marketing Update**
  - **Website/directory proposal update.**
    - Getting quote/ideas from Karla Harshbarger – Tyler Mohr’s contact. *We received 2 bids. One for \$1000 to use our existing site and maintain ability to make our own updates. The second to build from scratch fir \$800 but would need updates made by web contact.*
  - **Headshots update** – all headshots have been distributed. **Do members want another opportunity to get a headshot taken?**



- **Directory Update** – Short term membership contact lists are available for members, just contact [boardmember@springfieldbusiness.org](mailto:boardmember@springfieldbusiness.org). Working on a longer term solution via web.
- **Window Decals ordered.** Will hand out at next meeting.
- **Facebook.** We need all members on facebook to follow the page.  
<https://www.facebook.com/SpringfieldBusiness/>
  - SBA Private Facebook Business Group – Members only -  
<https://www.facebook.com/groups/2142685335769251/> - please go to page to join the private group.
- **SBA Business Cards** were ordered. Laura to hand out at August meeting.
- **Business Promotion**
  - **Welcome Packets** – Diane is organizing Welcome Bags for new residents. This is opportunity for all members to add something to the bag to promote your business and welcome new folks to town. Suggested items are flyers, coupon, discount, small promotional item. Goal is to have items collected by end of September. We are ordering small tote bags with SBA logo on them. Trying to find the best price.
    - Tote bags – need to order tote bags
  - **SYAA Fall Fling basket.** Donations collected. Basket to be auction off at SYAA Fall Fling on Saturday, August 17<sup>th</sup> at 4H building. <https://syaa2019fallfling.eventbrite.com/>
  - **Retail Committee** – Peyton is coordinating with other retail businesses to create subcommittee to work together on events and help drive folks to retail outlets.
  - **2020 Sarpy County Visitors Guide** – space reservation due 9-1-19. Shared the costs for the visitors guide. *Group thought prices were high and would prefer to look into a joint brochure that can be distributed around town.*
- **Treasurer Report – Diane Sullivan**
- **New Business**
  - All Business Brochure-Fun Lover’s Guide. This will be a major discussion item at the August meeting.
- **Next Steps**
  - Who wants to host the next meeting?
    - **Springfield Drug, Tuesday, August 27<sup>th</sup> at 6 pm**