

EAST BRIDGEWATER BUSINESS ASSOCIATION

Minutes for meeting on Tuesday, December 3, 2013:

In attendance: Cindi Carey (Cindi's Hair Studio); John Cullinan (Edson Insurance Agency); Rose-Marie Culp (Happy Frog Copy Center); Eric Disbrow (New York Life); Russ Dupuis (Bridgewater Savings Bank); Bruce Marquis (Salon Esprit); Jacquelyn Rose (Buzz Around); Lynne Silva (Silva Real Estate); Joe Smith (T.J. Smith's Victorian House); Mike Travers (Mike Travers at Jack Conway & Co.); Dianne Kennedy Warkel (Kiwanis).

Guests in attendance: Karyn Clifford (Guidance Director, E.B. High School); Bonnie White (secretary, Guidance Dept.); Jessica Cook (Intern).

Secretary's Report:

Minutes for the Meeting on Tuesday, November 5, 2013 approved and seconded.

Membership Drive: Bruce Marquis reported that right now we have 101 members and we will be shooting for 120 members for next year. Dues will remain at \$60 per year. We are doing away with the \$10 discount for paying for the expo up front. This is what the membership Committee proposed to the Board:

1. True deadline of January 30, 2014 for inclusion in the 2014 Membership Directory.
2. Cover letter sent out on January 2, 2014 with invoice to all current members.
3. Invitations to potential new members to be sent out January 2, 2014.
4. Follow up on Constant Contact with weekly reminders.
5. Telephone contact to follow up with current members.
6. Sales blitz with meeting and at least 2 board members visiting businesses in town to personally invite them.

Board of Directors voted unanimously to approve this proposal.

Some discussion on how to prospect the large companies in town. They may worry about our "politics" embarrassing their companies. We could give them our programs and talk about our policies.

Annual Meeting: Committee agreed to have our Annual meeting February 4, 2014. Some discussion about Board meetings being "open" to all members. Right now we have a policy of saying "all members are welcome". Maybe we will have more "general" meetings of the membership (possibly quarterly), and more educational meetings and networking meetings. No decision made, discussion tabled to give our guests a chance to speak.

EBHS Guidance Director: The East Bridgewater Guidance Director, Karyn Clifford and some of her staff were at the meeting to discuss a new program to help the students be "work ready". Guidance is reaching out to the EBBA for help from our members with the following programs:

1. Job shadowing, targeting sophomores. They would start with the whole school for the first year and then work down to just sophomores.
2. Helping the students with interviews and resumes.
3. January 17 is a half day and the guidance department would like to have a career day with help from 4 or 5 of our members giving half hour presentations.
4. In April there will be a job fair.

Holiday Dinner: The annual holiday dinner on December 6th is coming together. Total of approximately 60 people expected to attend.

Meeting adjourned at 10:05.

Next meeting, Tuesday, January 7, 2014 at 8:30 at T.J. Smith's.

Respectfully submitted, Lynne Silva