

1st Quarter General
Membership Meeting
March 16, 2011

OPPORTUNITY AV



KNOCKING ST

GOOD MORNING

***THE GALLOWAY
TOWNSHIP
BUSINESS
ASSOCIATION
WELCOMES YOU***

**SPECIAL THANKS TO
OUR HOSTS**



Clarion Inn & Suites
Atlantic City North



Meeting Agenda



- **Introduction of 2011 GTBA Board of Directors**
- **Introduction GTBA Coordinator–Special Thanks Stockton**
- **Introduction of Members in Attendance**
- **Standing Committees Objectives**
- **2011 Budget / Pro-Forma**
- **2011 Strategic Initiatives & Objectives**
- **2011 Events & Meetings**
- **2011 Membership Outreach Campaign**



2011 Officers



President

Stephen Moliver

Vice President

Kapil "Kenny" Patel

Secretary

Claudine Keenan

Treasurer

Kristen Harris

Immediate Past President

Julianne Dods



2011 Directors



Class I

(term expires February 2013)

**Ava Lewis
Kellie Spawton
Stephen Fiedler**

Class II

(term expires February 2012)

**Michelle Catrambone
Barbara Lang**



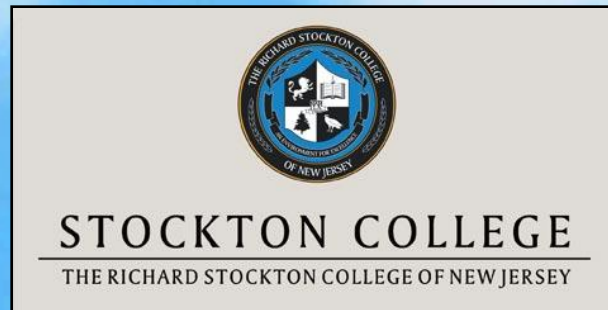
GTBA Staff Coordinator



GTBA Communications and Marketing Coordinator Crystalyn Meyers

Funding for this position was made possible through
Richard Stockton College
Community Engagement Partnership Program

THANK YOU



THANK YOU

*Selected for Community Engagement Classification designation by
Carnegie Foundation for the Advancement of Teaching*



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Standing Committee Objectives



Finance & Administration

Assist the Treasurer in preparing budgets and maintaining financial records of the GTBA.

Marketing & Communications

Increase the visibility and awareness of the GTBA through effective advertising, promotion and public relations campaigns and to facilitate communication with members and non-members.

Special Projects & Events

Create periodic events, seminars, and projects that directly benefit the GTBA and help fulfill the Purposes and Objectives of the GTBA.

Membership & Member Programs

Organize and plan member meetings and programs to attract and retain members.

Business Advocacy & Community Development

Create business alliances within the GTBA and serve as a liaison to local, County and State governments and agencies and to community organizations and schools to support the Purposes and Objectives of the GTBA.



2011 Pro-Forma & Working Budget



2011 Budget

Income

Annual Memberships Sold
 Annual Memberships Trade
 Membership Sales (cash gross)
 Membership Sales (in-kind value)
 Sponsorship Sales (net)
 Special Project & Event Sales (net)
 Interest

Total Income

Operating Expenses (variable)

Postage & Shipping
 Collateral Printing
 Sign Printing
 Amenities for New Business Openings
 Speaker Fees & Honorariums
 Facilities Rentals
 Equipment Rental
 Advertising
 Donations

Operating Expenses (fixed)

Rent
 Repairs & Maintenance
 D & O Insurance
 General Liability Insurance
 NJ Business Registration
 Cleaning Service
 Permits, Licenses, State Filing
 Security & Surveillance Monitoring
 Trash Removal
 Utilities (gas, electric, water, sewer)
 Telephone
 Internet
 Office Supplies
 Domain Name Registrations
 Website Hosting (FatCow)
 Online Contact Tracking (salesforce.com)
 Website Template (joomla)
 Other Professional Consulting Fees
 Professional Legal Fees
 PO Box
 Professional Accounting Fees

Total Expenses

Net Operating Income (EBITDA)

	Most Conservative Forecast	Actual YTD	
	60		
	10		
		4,500.00	
		750.00	
		1,000.00	
Total Income		6,250.00	0.00 0%
Operating Expenses (variable)			
		500.00	
		1,000.00	
		150.00	
		750.00	
		150.00	
		400.00	
		2,950.00	0.00
Operating Expenses (fixed)			
		614.00	
		264.00	
		75.00	
		25.00	
		155.00	
		500.00	
		75.00	
		44.00	
		1,752.00	0.00
Total Expenses		4,702.00	0.00 0%
Net Operating Income (EBITDA)		1,548.00	0.00



Income

Annual Memberships Sold	60	
Annual Memberships Trade	10	
Membership Sales (cash gross)		4,500.00
Membership Sales (in-kind value)		750.00
Sponsorship Sales (net)		
Special Project & Event Sales (net)		1,000.00
Interest		

Total Income		6,250.00
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Operating Expenses (variable)

Postage & Shipping		500.00
Collateral Printing		1,000.00
Sign Printing		150.00
Facilities Rentals		750.00
Equipment Rental		150.00
Advertising		400.00
		2,950.00

Operating Expenses (fixed)

D & O Insurance		614.00
General Liability Insurance		264.00
NJ Business Registration		75.00
Permits, Licenses, State Filing		25.00
Telephone		155.00
Office Supplies		500.00
Website Hosting		75.00
PO Box		44.00
Professional Accounting Fees		

1,752.00

Total Expenses

4,702.00



2011 Short Term Initiatives & Objectives



- **Shop Rite LPGA Partnership / Sales Promotional Campaign**
- **Fully Populated / Fully Functional Online Resource Portal Website**
- **Media Co-Promotions / Co-Op's**
- **Formation of a Subsidiary 501(c)(3) Foundation – GTBA CAN**
- **Renovate GTBA Office / Meeting Space**
- **“A Taste of Galloway” Holiday Festival in Smithville**
- **Think Local / Go Local / Buy Local / Grown Local Campaign**
- **Smithville Village Green Farmer's/Community Gardner's Market**
- **Provide Business Scholarships With Unreserved Funds**
- **Strategic Alliances & Co-Ventures With Like Minded Groups**

(Go Green Galloway, Forsythe, Noyes, Stockton PAC, Colleges, Hospitals, GACCC, EDC, Key Club, ACUA, other Galloway Non-Profits)



Longer Term Initiatives & Objectives – 2011 & Beyond



- **Business Nodes Enhancement/Beautification**
(W.H.P., Downtown Center, Smithville, Hospital/College)
- **Welcome & Way-Finding Coordinated Signage Program**
- **Community-Wide Integrated Sponsorship & Advertising Program**
- **Pick-a-Picket for Imagination Station / Community Garden**
- **Assist Township in Creating New Branding & Messaging**
- **Alliance With Township to Create Galloway Website**
- **Themed Tourism Events / Weeks / Programs**
(Eco-Tourism, Agri-Tourism, LPGA Week, Bike Week)
- **Golf in Galloway Coordinated Consumer Promotional/PR Campaign**



2011 Meetings & Events - 1st Quarter



	Special Event	General Membership & Board Mtg.	Workshop/Seminar	Breakfast/Lunch Roundtables	Community Event	Get to Know Us (in office Coffee Klatch)
1st Quarter						
QUARTERLY MEETING		3/16 Clarion North				
SPECIAL EVENT: "Spring into Action" Membership Development Event	4/6 Blue Heron Pines					
BUSINESS/ PROFESSIONAL DEVELOPMENT SERIES			Sustainability/ Recycling/Local Economies w/ GGG Date TBD (April/May)			
BUSINESS ROUNDTABLE				Location, Date & Guest Speaker TBD		



2011 Meetings & Events - 2nd Quarter



	Special Event	General Membership & Board Mtg.	Workshop/Seminar	Breakfast/Lunch Roundtables	Community Event	Get to Know Us (in office Coffee Klatch)
2nd Quarter						
QUARTERLY MEETING		6/1/2011-first Weds. of 3rd month				
SPECIAL EVENT: "Speed Networking 3"	May 11 –Weds. Seaview (post renovations showcase)					
COMMUNITY EVENT: ShopRite LPGA					5/30-6/5 at Seaview	
SPECIAL EVENT: "2nd Annual Summer Summit at Stockton" Event	6/21** at Stockton (new Campus Center showcase)					
BUSINESS/ PROF. DEVELOPMENT			Theme, Date & Location TBD			
BUSINESS ROUNDTABLE				Location, Date & Guest Speaker TBD		



2011 Meetings & Events - 3rd Quarter



	Special Event	General Membership & Board Mtg.	Workshop/Seminar	Breakfast/Lunch Roundtables	Community Event	Get to Know Us (in office Coffee Klatch)
3rd Quarter						
QUARTERLY MEETING		9/7-first Weds. of 3rd month				
SPECIAL EVENT: "Speed Networking 4"	mid September-mid October - Theme & Venue TBD					
COMMUNITY EVENT: July 4th Day Parade					7/2 in Smithville	
COMMUNITY EVENT: Farmers Market Smithville Village Green					Sat. mornings June-August in Village Green Smithville	
BUSINESS/ PROF. DEVELOPMENT SERIES			Sustainability/ Recycling/Local Economies w/ GGG Date TBA			
BUSINESS ROUNDTABLE				Location, Date & Guest Speaker TBA		



2011 Meetings & Events - 4th Quarter



	Special Event	General Membership & Board Mtg.	Workshop/Seminar	Breakfast/Lunch Roundtables	Community Event	Get to Know Us (in office Coffee Klatch)
4th Quarter						
QUARTERLY MEETING		12/7-first Weds. of 3rd month				
COMMUNITY EVENT: Halloween Downtown Galloway					10/29 in Downtown Center	
BUSINESS/ PROF. DEVELOPMENT			Theme, Date & Location TBA			
SPECIAL EVENT: Joint Networking Event with other C of C/ Bus. Assn.'s	mid Nov. - early Dec. Theme: "Soaring in South Jersey"					
COMMUNITY EVENT: Holidays Smithville/Santa					12/2 in Village Green Smithville	



2011 Membership Outreach Campaign



- **Networking Events & Mixers**
 - PR & Media Relations
 - Targeted Mailings
 - Viral Email Campaigns
- **Social Networking (Facebook & Twitter)**
- **Web Linkage With Like Minded Groups**
 - Targeted Email Campaigns
 - Strategic Partnerships
 - Build Better Lists

&

YOU!

The logo features a yellow oval with a dark blue border. Inside the oval, the letters 'GTBA' are written in a large, bold, yellow font with a dark blue outline and a slight 3D effect. Below 'GTBA', the word 'MEMBER' is written in a smaller, bold, dark blue font. At the bottom of the oval, a dark blue banner with a white border contains the text 'GALLOWAY TOWNSHIP BUSINESS ASSOCIATION' in white, bold, sans-serif capital letters. Below the banner, the website address 'GALLOWAYBUSINESS.COM' is written in a dark blue, sans-serif font, following the curve of the bottom edge of the oval.

GTBA

MEMBER

GALLOWAY TOWNSHIP BUSINESS ASSOCIATION

GALLOWAYBUSINESS.COM



HOLD THE DATE



Wednesday, May 11, 2011

6PM

Seaview Resort

“Speed Networking 3”





REMINDER:
NEXT EVENT



Galloway Township Business Association (GTBA) Presents

“SPRING INTO ACTION”

A Motivating Mixer

Date: Wednesday, April 6, 2011 **Time:** 6:00PM

Location: Blue Heron Pines Golf Club

550 Country Club Drive, Galloway Township, NJ

For Reservations and More Info...

Visit: www.GallowayBusiness.com **Email:** RSVP@GallowayBusiness.com

Call: 609-858-5858 **Facebook:** Galloway Business



Special Thanks



**TO YOU
FOR ATTENDING THIS MORNING!!
& TO OUR HOST FOR THIS MEETING**

**Clarion Inn & Suites
Atlantic City North**



BY CHOICE HOTELS