

2nd Quarter General
Membership Meeting

June 7, 2011

OPPORTUNITY AV



KNOCKING ST

GOOD MORNING

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

**SPECIAL THANKS TO
OUR HOSTS**



STOCKTON COLLEGE
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Meeting Agenda



- Introduction of 2011 GTBA Board of Directors
- Introduction of Attendees & Members
- Review Standing Committees Objectives
- Standing Committee Reports
 - Finance & Administration
 - Membership & Member Programs
 - Marketing & Communications
 - Special Projects & Events
 - Business Advocacy & Community Development
- Strategic Initiatives & Objectives Review
- 2011 Events & Meetings Calendar Review
- Next Events Reminders
- Adjournment



2011 Officers



President

Stephen Moliver

Vice President

Kapil "Kenny" Patel

Secretary

Claudine Keenan

Treasurer

Kellie Spawton (interim appointment)

Immediate Past President

Julianne Dods



2011 Directors



Class I

(term expires February 2013)

Ava Lewis

Stephen Fiedler

open seat (interim appointment)

Class II

(term expires February 2012)

Barbara Lang

Richard Manin (interim appointment)

Mary Crawford (interim appointment)



Today's Attendees &
Members



**Introduction
of today's
Attendees & Members**



Meeting Agenda



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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.

Membership & Member Programs

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

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.



Finance & Administration Committee Report



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

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



Communications & Marketing Committee Report



- **Partnership meeting with Dynamic Advertising & Design to discuss improved utilization of the website focusing on communication to members and potential members.**
- **Email lists**
 - We have a couple lists and we need to consolidate and cleanse them, so we can use them for efficient communication.
- **CRM (Customer Relationship Management)**
 - It was decided that through the website powered by Joomla we will maintain our central database CRM system utilizing the “COMMUNITY BUILDER” module in a cloud.
 - Only about 50 people have registered at the site, while we have a over 500 emails in our database.
 - Lauren from Dynamic verified that the GTBA email list and complete GTBA contact list can be uploaded to the Joomla database and mail management CRM integrated system.



Communications & Marketing Committee Report



- **Newsletter**

- Joomla is capable of sending out a newsletter – Lauren will send Mary over a couple simple templates to consider and we will look to begin a newsletter on a quarterly basis – Mary will coordinate content and set up distribution.

- **Localization of site images in Flash sequences**

- We need to get photos of Galloway businesses on the website instead of the stock photos we have now.
- Mary will reach out to coordinate with our members and photographers.

- **Online membership application and link to credit card payment.**

- Online form should be online any day.
- Online credit card secure site link / Transaction Central payment system will be online within a week.



Communications & Marketing Committee Report



- **Business Directory with hyperlinks for GTBA members being developed.**
 - Lauren is looking into modules that will enable a listing of businesses for the site. For members, there will be a link to their own website.
- **Member Spotlight ads will soon launch.**
- **Additional steps that we need some volunteers or intern work to help out on:**
 - Business Resources Tab “populate resource portal”. Including all relevant links for governmental forms and important business documents.
 - Articles on topics ranging from insurance to marketing to banking etc. preferably driven by members providing the content.
 - Populating Press Page with archived material.
 - Would like to see all the various press releases/photos from the past 2 years listed/linked on the site.



Membership Committee Report



- Discussed calendar year vs. sign-up year both have trade-offs, so billing will be in January for March renewal. If they sign up/renew now, we will automatically renew them for 2012 as a bonus for responding during the campaign.
- Discussed a by-laws change (vote at BOD meeting) to expand voting member definition to anyone who has an address (business or personal) in Galloway Township. Associate members will be anyone with a business interest, but neither type of address in Galloway.
- Committee will integrate with the Marketing/PR committee on an ad campaign in local papers & online (Current, Patriot, Press, Patch).



Membership Committee Report



- **GTBA has the mailing addresses for 500+ contacts from all our lists combined, so we can do a simple tear-off postcard-reply mailer to push responses by mail (then invoice later), or drive to the web site to register and pay online.**
- **A grassroots follow-up effort with calls and visits to businesses, especially those members who participate, but might not realize that their renewals were due in March.**
- **Committee also discussed in-kind memberships (or fee waivers) for those businesses who sponsor major events or provide extraordinary service per bylaws provisions and BOD approval.**



Membership Outreach Campaign Review



- Grassroots Field Marketing
- Targeted Email Campaigns
 - Viral Email Campaigns
- Targeted Postal Mailings
 - PR & Media Relations
 - Advertising
- Peer-to-Peer Networking Events & Mixers
- Social Networking (Facebook, LinkedIn & Twitter)
 - Web Linkage With Like Minded Groups
- Strategic Partnerships With Like Minded Groups
- Managing & Building Better & Better Lists

**&
YOU!**



GALLOWAY TOWNSHIP BUSINESS ASSOCIATION

GALLOWAYBUSINESS.COM



Short Term Initiatives & Objectives Review



- Fully Populated / Fully Functional Online Resource Portal Website
- Attainment of 2011 Membership Goals
- Contact list PERFECTION!!
- 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 Unrestricted 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 Review



- **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 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						
<i>QUARTERLY MEETING</i>		6/7/2011				
<i>SPECIAL EVENT:</i> "Speed Networking 3"	5/11 –Weds. Seaview (post renovations showcase)					
<i>SPECIAL EVENT:</i> "2nd Annual Summer Summit"	6/27 at Re-Energizing Retail Smithville					
<i>BUSINESS/ PROF. DEVELOPMENT</i>			Theme, Date & Location TBD			
<i>BUSINESS ROUNDTABLE</i>				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 July 4th Parade in Smithville	
BUSINESS/ PROF. DEVELOPMENT SERIES			7/20 Sustainability Symposium w/ GGG, ACUA & Stockton			
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: Networking Event with other C of C/ Bus. Assn.'s	early Dec. Theme: "A Taste of Galloway" in Historic Smithville & Village Green					
COMMUNITY EVENT: Holidays Smithville/Santa					12/2 in Village Green Smithville	

Reminder: NEXT EVENT



presents

Summer Summit 2 || Re-Energizing Retail

Monday, June 27, 2011

6PM - 8PM

Fred and Ethel's Lantern Light

co-presenters:



STOCKTON COLLEGE
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Reminder:
HOLD THE DATE



presents

Sustainability Symposium for Business

Wednesday, July 20, 2011

8AM – 11AM

Ram's Head Inn

co-presenters:



TASK FORCE FOR A SUSTAINABLE GALLOWAY



STOCKTON COLLEGE
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Special Thanks



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



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