



South Portland Business Association  
Board Meeting  
March 2, 2017  
Minutes

**Board Members Present:** Kevin Countryman, Brian Tanz, Cathy Newman, Malea, Chris Hatfield, Mark Eves, Danielle Brunner

**Board Members Absent:** Ben Weinstein, Richard Rizk, Brad Nase

**Executive Director:** Pam Lemire

**I. CALL TO ORDER:**

The meeting was called to order at 08:55 am by President Brian Tanz.

**II. APPROVAL OF AGENDA AND MINUTES:**

The February minutes were approved.

**III. AGENDA ITEMS:**

- **Membership Update:** Pam reported that we had 2 new members join since our last meeting: Sanctuary Apartments and Eric Lindberg/Country Financial.
- **April 26<sup>th</sup> Event:** Pam explained the details of the April 26<sup>th</sup> event including the “ice breaker” game. The Board agreed to include potential members with a \$5.00 fee. Wine will be served with the first glass complimentary and any after will be \$3.00.
- **Annual Meeting May 24<sup>th</sup>:**
  - Location Possibilities: Rilassi’s, Porcelli’s (check with Brad), Water Tower (Cathy to check contact), Buffalo Gap. Decision to be made at the April meeting.
  - Keynote: Possibility - Richard Rizk and Ben Weinstein to talk about insurance, liability, rates, etc.
  - Membership rates will not increase for the 2017-2018 membership year.
- **Luncheon:** The subject will cover Building and Development in our Footprint. Cathy will check with her contact at Zidell to see if they are available to do a presentation.

- **Question from Member:** A member has asked about forming a committee to unify Johns Landing businesses by way of flower baskets, plaques, etc. The Board asked that we have the member present a plan/proposal for further consideration.
- **Welcome Packets:** In lieu of Welcome Packets for the new apartment communities in our footprint, we will ask members to contact each one directly from their side. Pam will provide contact details to members.
- **Website:** Pam explained that per Google Analytics we have seen increased traffic over the last few months. Suggestions were made for a Social Media campaign by way of a “Business Special of the Month” or coupons from members. Kevin is working with a Social Media group and he will see if they have an interest to work with the SPBA.
- **Concerts in the Park:** The Board agreed not to make a donation this year.
- **2017 Budget:** The 2017 Budget has been approved and distributed to the Board. Motion was made and passed to maintain a target base at \$15,000.

#### **IV. New Business:**

No new business

The meeting adjourned at 10:00 am.

Thank you to Kevin and Rilassi for hosting.  
The next meeting will be Thursday, April 6th - location to follow.