



South Portland Business Association
Board Meeting
March 1, 2018
Minutes

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

Board Members Absent: Cathy Newman, Ben Weinstein, Chad Seegmiller, Richard Rizk

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:

- **Debrief February 28th event:** Event was a success and networking game was helpful to get members to mingle. Malea will send a thank you to City Rotisserie. Suggestion was made to have the events start at a later time to improve attendance – 5:15 or 5:30. We will try this for the next event.

- **March Event:**
 - Cost will be \$10.00 members/\$15.00 non-members.
 - Panel will included Rich and Chad. Pam will contact Rivers Edge and the Hyatt to get a 3rd panel member
 - Event time will be 11:30-1:00 with a note on the invitation that the presentation will start promptly at 12:00.
 - Malea shared comments from moderator for Board review (see below)

- **April Event:** Possible venues – Elephants or Hyatt. Pam and Malea to review and report at the next meeting.

- **Annual Meeting:** Board was asked ideas about membership and map rates. Final decision to be made at April meeting.
- **Membership List:** Our membership list is not for distribution – if a member asks we are able to send out communications to members via our Emma system on their behalf.
- **Photos for Website:** Chris will communicate with Joseph as to exactly what is needed in order to get "bio" page running again.
- **IV. New Business:**
 - Proposed address change to our footprint: Motion was made and passed to send a letter to the city to oppose the proposed addresses changes: 1) dropping the "0" from existing addresses and 2) changing some streets to "south" from "southwest". Mark will prepare a letter for Brian's signature citing the following: 1) the change is not necessary and 2) the change would be costly to residents and businesses.
 - Dani will move into her new office on April 1st.
 - Concerts in the Park: Malea attended the planning meeting and shared that the plan as of now is to have one concert this year in July (date to be determined). Zidell and OHSU will be the major sponsors. They are still looking for other sponsors.

(See comments below for March luncheon)

Meeting was adjourned at 10:00 am
Thank you to Urban Office for hosting.
The next meeting will be Thursday, April 5th @ Urban Office



Comments from Moderator:

Good to hear from you. Sure, I could offer some suggestions for questions for a networking event. That said, I do still recommend a brainstorming session on the part of you and your board as you'll have a better sense as to any specific questions of networking that make sense for South Waterfront Businesses, etc. Are there unique factors to the SPBA that make networking better or challenging vs. other areas of Portland?

The first question I would have would be to you...

Who are the individuals that will be on your panel? That would help to shape the questions. In the interest of time, I'll move through that and offer these:

1. When it comes to networking, how is your approach to meeting/interacting with people different based on the environment in which you are interacting? In other words, in what way is your approach to networking different based on being at a "networking" event vs. an opportunistic encounter at a grocery store? What are the benefits to having these different approaches? Are you prepared for both?
2. Is your approach to networking based on your product/service, or in creating/investment in a relationship?
3. What are the tidbits of non-verbal feedback that you "read" from someone that say to you, "tell me more" or "I'm done with you"?
4. Taking away verbal communication, smiling, and eye contact, what do you feel is the most valuable "networking" tool in your tool bag?
5. Can you divulge one, "trick that works every time"? Do you have a "never do this" suggestion?

Of course there are many you can ask, but if this is an examination of how to improve your networking skills, it needs to be high level and not too specific because the audience will be from a variety of industries offering a multitude of services. I believe that these questions allow for some opportunities for the panel to give not only some sincere advice, but to also have a little fun. These should tee up some laughs and good stories, too.



As a moderator, I'll need to know if you would want me to be an ad hoc agent where if I feel there is a good follow up line of questions, I should pursue those, or if you want to provide me with a list of specific questions, wherein I manage the meandering conversations and keep the panel and audience on the agenda? I suggest for a conversation topic such as this, having an opportunity to "explore" a little is a good