

LHBA Board Meeting, Feb 11, 2018

Present: Lisa MacMartin, Jeff Meyer, Bonnie Bolton, Liz Gingrey, Barb Nei

**Membership:**

Our membership reminders (110) were mailed out the first week of Jan. We will do a second reminder to membership and we agreed that when it comes time for work on the Directory we would most likely pick up new memberships as well. We currently have thirty-two paid memberships, eight of them being new members. Last year we had fifty-three paid members total.

We discussed the issue of business owners who would like to have their businesses included in the Linden Hills Business Directory but are unwilling to join LHBA. When Lisa looks at Directory pricing for this year she will make a note of the number of members and non-members in the Directory. This year we will be offering full-page ads at a rate yet to be determined.

The end date of our annual Membership Drive will be the ad deadline.

We agreed that we need a schedule for the Directory (we will sell ads in March, begin production in April, and deliver to area homes in May). We are still working on selecting a cover image for the publication.

**Website:**

Our web designer has a list of businesses with completed profiles, and we are looking for more from the business members. We will be meeting with Heather to discuss the next steps on the website. The majority of current new paid members have completed profiles so the site will be functional, but we are still looking businesses to complete their missing profiles. We decided to reach out directly to businesses that have not yet paid urging them to pay so they can get their profiles transferred to the new site. Chris suggested we make communications very simple, and easy to follow, so as not to scare off new profiles.

Lisa said she has recently received some communications from businesses with their business news, and it was agreed that we might want to send out a monthly newsletter to handle these types of communications, apart from the usual business community reminders we regularly email to members. If you have something you would like to be included in these newsletters you are invited to send it to Lisa the first week of the month (or by the board meeting) to get included in the newsletter or with the board meeting notes.

Jeff suggested we interact more with other with other businesses via social media sites (twitter, FB, Instagram)

**Linden Hills Festival:**

Bonnie is going to reserve our booth space for the annual Spring Festival (Sunday May 20) in the Linden Hills Park again this year. She will be checking the banner so that it can be easily hung in our tent. We are working on coming up with some free treats for those who visit our booth. We have a new business card holder for the booth and Bonnie will be going around the neighborhood collecting business cards to put out at the booth, with some signage to accompany it.

We also discussed printing LHBA t-shirts. Chris volunteered to design them, and Chris, Bonnie and Barb were interested in brainstorming for the design. (the shirts would have to be ready May1st.. more on this soon!).

We also had a brief discussion on whether or not we should call our neighborhood tag sale event Crazy Days and hold it on the Saturday before the festival again this year. Lisa said her tag sale would be up and running, the Zumbro and other businesses are a maybe at this point.

**StreetView Committee**

Bonnie and Barb attended a LHINC meeting recently, and since then it has been felt that we should have a regular LHBA presence at the LHINC meetings. Bonnie, a former LHINC Board

member, has volunteered to go to the meetings. She will ask for volunteers to cover if she cannot make meetings, to keep our presence there consistent.

At the member meeting at the end of this month (coming up on Wed. February 28th at the new Bremer Bank offices in Linden Hills), Lisa will show some info about our year-end financials, and also discuss neighborhood events. Jeff will talk about membership and would like to have some discussion about digital interactions between Linden Hills business members.

### **Annual General Meeting/party**

Although there was agreement that the meeting was a very fun one this year, we were disappointed by the slim member turnout. It was suggested that perhaps it was scheduled too close to the holidays, which could explain the small membership turnout. We discussed moving it to February next year, plan to work harder on advertising the event to our to the membership.

The next General Membership meeting will be Wednesday February 28<sup>th</sup> 2:00 at Bremer Bank.