

# UCBMA Meeting Minutes 7/9/19 Holiday Inn

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- Meeting started at 5:03 pm
- President, Rebecca (Becky) Wilber welcomed our new and existing members.
- Introduction and thanks to Holiday Inn's Natalie Napier. Natalie shared some details about herself and Holiday Inn's beautiful property: Natalie is the Director of Sales for their 25,000 square foot Banquet space and catering. She has 20+ years in the Hospitality business and is new to the area. She introduced Joe Poyes, the GM of Holiday Inn to speak about their restaurant, Johnny's Italian Steakhouse. This steakhouse offers a delicious Parmesan Crusted New York Strip, and is an affordable restaurant option for steak lovers. There are currently 14 locations of Johnny's and they are based out of Des Moines, Idaho. They also have a breakfast buffet daily for \$10.00 a person. They are offering their food through Door Dash.
- Lakota West Remembrance Garden would like to thank our group for our \$500 Grant. Tywana Smith the organizer of the Lakota West Remembrance Garden, and her friend Joan Stoltz, are parents of 2 of the 5 students who have passed while attending Lakota West High School. They thanked the members for the \$500 grant awarded to their organization last month. They handed out flyers and spoke to the members about their mission to raise \$14,000 to create the Remembrance Garden on the school's campus to purchase trees, plants, and benches for all to use and enjoy. Donations can be made out to PTSO at Lakota West or [www.gofundme.com/lakota-west-high-school-remembrance-garden](http://www.gofundme.com/lakota-west-high-school-remembrance-garden).
- Becky apologized for unintentionally omitting the Pledge of Allegiance before the meeting began. She then asked Bill Lendl to lead the group in the Pledge of Allegiance.
- Becky expressed her gratitude and appreciation to Bryan Boynton, our Treasurer, for arranging to have Dan Bates speak to us about Spooky Nook last month. With that, she asked for approval of the minutes. Brian Miller approved and Steve Eroskey seconded the motion.
- Bryan Boynton was not present to provide the Treasurer's report.
- Becky reiterated how important it is for every member to join an FTR Committee and/or sign up to volunteer at the event. We are one month out from the Food Truck Rally and need 250 volunteers to make it happen. It is an opportunity to have fun with your friends and wear a T-shirt that represents your business. The Thursday Night Takeover, the night before, is a great kick-off to the FTR.
  - There are sign-up sheets at the check in table. Typically, these teams meet once to twice a month. As we get closer this could be a little more frequent. Our Marketing Committee is full.
  - Becky asked that the committee chairs give updates:
  - Marketing: Led by Shane McRoy and Teri Nichols. Colleen Riddell, Gage Hemmelgarn, Carol Venn, Jill Cates, Tim Essex, Susannah Leithart, Diana Gibbs, Larry Shideler and Neal Pyszka.
    - Shane said Good things are happening. The marketing team is using many of last year's promotional signs, repeating tasks, looking into new colors for T-shirts, adding a few new things to a billboard and keeping on budget.

- Logistics (will include entertainment and beverages): Led by Bryan and Layne & Tom Kaper. Mike Klaber, Teresa Strapp, Julie McGraw, Kara Goodwin, Kevin Moorman, Jeanne, Feldkamp, Susanne Anton, Darlene Bugajski, Joe Faisant and Art Mathews.
  - Bryan and Layne were not present to speak about the Logistics committee. Becky commented about all of the details this committee handles from the parking lots, to the truck locations, to ice supply.
- Volunteers: A big THANK YOU to Susy Machalick for stepping up as chair. Sandy Kuznof, Chris Hickman, Debra Tausch, Jonathan Bolin and Leslie Acree. Kara and Tammy will assist. Susannah Leithart, John Gilbert, Lori Gilbert and John Weyler.
  - Susy asked that members of her committee to meet with her after the meeting ends. She also asked for the notebook from last year's Volunteers' Committee.
- Sponsorships: Led by Chuck Thompson and Bill Mense. Ron Koons, Gage Hemmelgarn, Kelley Bell, Jeff Dehner, Brian Miller and Jeff Dehner.
  - Chuck offered that they have some good leads; they are 1/4 to 1/3 of the way to their goal. Encouraged everyone to think about potential sponsors. Kerry offered that Kingsgate Logistics may be a major sponsor again this year may do \$10,000. Kerry is also pursuing Fiehrer Buick GMC.
- Food Trucks: Led by Kerry Hendel. Susan Hendel, Cody Smith, Ron Koons and Hannah Volz.
  - Kerry stated that 40 trucks are participating. She asked members if they could, volunteer the morning of the FTR from 8:30am-10:30am to help with the parking of Food Trucks. Each truck will have a designated space. Trucks have been told to arrive at 9:00.
- Grant Requests in June were granted: Bicycle Recycle: \$500 and to the Lakota West Remembrance Garden: \$500. YTD we have granted \$1000. Our 2019 budget is \$2000 for Grants.
- There are no Grant Requests for July.
- Sponsorship Requests in June were granted to Paws a Palooza for their event on 8/24 in Monroe for \$500. We will have a table there for 2 hours for members to promote their business, especially if it is related to dogs. YTD we have supported sponsorships for \$14,308. Our 2019 Sponsorship budget is \$20,000.
- The Sponsorship Request for July is for the VOA's 75<sup>th</sup> Anniversary celebration on 9/21/19 from 5:30-10:30pm. Melinda Zemper spoke on their behalf. The event will be honoring the National Voice of America's Museum of Broadcasting of West Chester Township's Bethany Station. She offered that their request for \$1,000, \$2,500 or \$5,000 is help make the first floor of the Museum ADA compliant.
  - Members were given ballots to vote on this request. Voting outcome was to give \$1,000 for a sponsorship.
- Becky introduced Matt King, the leader of our Future Vision Team to present his activity for the group:
  - Matt displayed on a projector the Menti.com site that he asked the group to go to on their phones.

- He had each of us type the code 81 39 28 when prompted
  - He then asked that everyone respond to the multiple choice trivia question of which season finale was watched by more people? Results of all votes came in on the screen and MASH was the show that the majority voted on (which was correct.)
  - He then had members use a sliding scale from 0-5 to indicate their opinion of UCBMA's mission for them professionally and personally on various statements. He also had the group type in 3 different words to describe what the UCBMA meant to them and shared answers of the group using a colorful design of the chosen words with the larger sized words based on the frequency of their entries.
- This team will assure we execute our sponsorships successfully with the appropriate volunteers and attendees.
  - Anyone interested in joining this team is to see Becky, Kerry or Matt.
- Teri Nichols of Reveal Marketing did a group exercise to provide guidance to accessing our website, our Facebook UCBMA/FTR shares, joining our UCBMA Facebook group and using it to communicate events to each other. Teri also asked members if they had questions about their listings to reach out to her and offered to help update the listing if needed.
- Various items for discussion:
  - Kerry Needs volunteers for Thursday Night Takeovers, especially for 7/11. There is one more Takeover night on 8/8, the night before the FTR on 8/9. We need people to help with the beer and man the FTR Volunteer sign up table. See Kerry or sign up on line.
  - FTR Volunteers Schedule is posted. Please get yourself, your friends, and neighbors to sign up at [www.ucbma.com](http://www.ucbma.com).
    - Michelle Moody: West Chester/Liberty Magazine: Michelle offered that we have an ad and article running in the July issue that focuses on the Food Truck Rally on pages 16-18. There are copies available at the front table.
  - Colleen's tri-fold flyer and the new business cards of our UCBMA leadership are up at front table.
  - Chuck Thompson spoke to the members about getting sponsor leads and asked for their help by doing an activity. The goal of the FTR is a minimum of \$50,000. Chuck passed out the member support sheets and Becky asked that members pair up with one another to do the activity. This entailed each partner to print their names and emails and provide the names of 4-8 businesses and their contact information. Chuck will reach out to the contacts provided to make requests for sponsorships. An email blast will also be sent out with a sponsorship form for members to use.

- Raffle of items donated by our members. Thank you for donating the following items:
  - \$10.00 Chick-Fil-A Gift Card won by John Berry
  - A one hour massage won by Julie McGraw
  - \$5.00 Starbucks Gift Card won by Susan Hendel
  - \$50.00 Gift Card for Johnny's Italian Steakhouse won by Diana Gibbs
  
- Becky asked new members/guests to introduce themselves. No one did, but the sign in sheet for guests included Greg Fichtner, Mark Banfield, Joseph Juska, and Eric Mundy.
  
- Existing members gave updates:
  - Janie Cochran with Parachute Butler County is recruiting volunteers and asked members to post flyer in their business or restaurant you frequent.
  - Jenny Phillips of GIVE HOPE, reminded members of their motorcycle "Ride for Give HOPE on July 21, at Club Trio.
  - Bill Lendl spoke on behalf of C3 to share their Taste of Faiths event on Friday July 19th. Flyers were handed out with details of this event.
  - Jeanne Feldkamp of Companions on a Journey spoke about their golf classic on July 29<sup>th</sup>. Flyers were available with details of this event.
  - Kay Hunter of spoke of an event Saturday, July 13<sup>th</sup>, "Rappelling For a Reason" benefitting the Aubrey Rose Foundation.
  - Susan Hendel asked for Rotary members to help with the set up or clean -up of the FTR
  - Matt King announced Butler Tech's new Aviation Program to be launched soon.

Total meeting attendance was 49

Our next meeting will be Wednesday, July 31 – Mid Pointe Library West Chester

**Hope to see you there!**