**Charlton Business Alliance**

Meeting: May 6, 2024 Selectboard Room, Town Hall 6:30-8pm

MINUTES

1. Old Business- April Minutes approved after name correction on Business of the Month
   1. Recapped Charlton EarthFest- great event, we had the busiest table with our kids' planting activity
   2. Town Meeting Tabling May 20th 6-7pm. Reminder to bring your own table and marketing pieces. CBA will also have a table present.
      1. We will have a flyer about the June Mixer to give out
   3. June Mixer- Quarter Key Pub June 11th 5-7pm
      1. $5 members, $10 non-members
      2. $150 Budget for apps approved
      3. $10 Facebook ad approved
2. Vote to skip July meeting approved
3. National Night Out- mixed review on how CBA can be part of this as Charlton PD seems to want a sponsor in name and money only. Cara will send f/u email to coordinators to better understand, but we may not be involved.
4. We want to Grow Membership
   1. Around the room ideas: Poll on FB, Share member benefits on FB weekly, Restrict posts of non- members on FB group page, send out postcard or email to small businesses from town list, TV Access, Write our own press release,
5. Belt Winner- The Vinyl Underground Sign Shop- 24 posts
6. Business of the Month Raffle winner- House to Homes Real Estate- Josh Somer
7. Next meeting June 4th, Community Room 6:30-8pm
8. Other Business
   1. White Board Sign in center of town- Matt is working with town to figure out details of how long a CBA sign could stay posted
   2. Old Home Day- Barbara Zurawski- Would CBA consider being a sponsor on a new banner?