

Charlton Business Alliance

Meeting: August 5, 2024 Community Room, Charlton Library 6:30-8pm

MINUTES

*Requires a vote

Bring to Order

Around the Table Introductions

Main Motions

1. Old Business
 - a. Last Meeting Minutes- approved
 - b. June Mixer
2. Financial Report and Treasurer Update- Cindy was not present, but it was announced that she is stepping down as Treasurer.
3. New Sign in Center of Town
4. Secretary Discussion
 - a. McKenzie stepping down
 - b. Job Description on website
 - c. Interested Candidates- there has been interest from Elizabeth Sullivan, we will vote next meeting, Sept 9th
5. Reminder- expectation of all members is volunteering for at least one event per calendar year
6. Old Home Day- need a committee and committee Chair-
 - a. Planning- Josh Somers, Josh Saper, Cara Holland McKenzie Belanger, Karen Dyer, Matt Power
 - b. Sunday, Sept 1st
 - c. Vendor application has been submitted
 - d. Vote tonight- budget/give away items*
 - i. PASSED- Not to exceed \$250
 - ii. Give away bottled waters with CBA labels
7. Last Farmer's Market- need a committee and a committee Chair
 - a. Planning- Elizabeth Sullivan, Amy Laba, Rich Laba, Cara Holland, McKenzie Belanger, Cindy Saucier, Matt Power
 - b. Sept 11th
8. End of Year Event- Light Parade Discussion
 - a. We will help or contribute to Light Parade
 - b. Matt will contact Bud Harris (runs event) to see how we can be part of it

9. Karen Dyer- EDC Presentation

10. Special Guest: Representative John Marsi

- a. Rep Marsi spoke about helping however he can and being excited by our alliance
- b. Suggestion of Quaboag Valley CDC for classes/resources for small businesses

11. Belt Winner- Discussion on how this is determined, metrics used

- a. We can change to impressions vs original posts
- b. Winner was The Vinyl Underground

12. Business of the Month Raffle- Sturbridge Coffee Roasters

Next Meeting- Sept 3rd or 9th?- Decided on Sept 9th, will be in Community Room

Other General Discussions:

Town Marketing- done by Selectboard

Charitable Donations- from banks (Cornerstone, Country Bank), larger businesses

Adjourn