Charlton Business Alliance

February 4th, 2024

Meeting Minutes

Old Business:

1. The CBA website is almost done.

* Domain and email are created.
* Website: Charltonbusinessalliance.com
* Email: [charltonbusinessalliance@gmail.com](mailto:charltonbusinessalliance@gmail.com)
* Website will accept member payments.

1. Opportunity to have business tables set up at town meeting in May. Sign up sheet passed around.
2. McKenzie to attend Grange 92 meeting 2/5 to propose CBA volunteering at 1 farmers market per month and putting on games and activities for market attendees such as corn shucking, pie eating contests and family friendly activities.
3. Bank Account at Country Bank is created and ready for membership dues.

New Business:

1. Cindy, VP of Country Bank is willing to be treasurer of CBA. Vote will occur next meeting.
2. Payment for membership due by next meeting in March.
3. Payment to be a member is $100.00 per year and will provide you with membership for rolling 12 months.
4. CBA is an official non-profit.
5. Dues will go toward community reinvestment, donating local etc..
6. There is a lobby display at Country Bank of CBA and will be also set up at Cornerstone Bank in Charlton and Southbridge.
7. The FB group has 93 members and we are looking to grow that number.
8. Reminder to bring your business cards for a FREE marketing opportunity! Business cards are pulled from a hat each meeting and whoever’s card is picked will go on the board on the main road in front of the library.
9. Discussion of adding 10-minute presentation to each meeting, highlighting a business each meeting and providing opportunity to learn more about that business. Will not be required.
10. There will be a new member application which will be available on the website.
11. Visitors will be allowed to visit 1-2 times before being required to pay for a membership.
12. Board meeting will be held to nail down specific group guidelines.
13. Potential for FB live during meetings or parts of the meeting to promote visibility.

* FB Live for 10 min. presentation but not the actual meeting.
* FB Live at events.

Events:

1. Earth Day 04/15 11-2pm

* Earth day is a well-attended event that we want to set up a table at.
* At the table will be business promo items and giveaways.
* Interactive activity for families or people who come to the table. Possible planter activity.
* CBA will allow business cards to be displayed and other information on your business.

1. Sabrina Webb with the American Heart Association has offered to put on a CPR demonstration with business members and their families.

* Potential to be a large event and will have to be in a larger room.

**Champion of Posts, Belt Winner:** Josh Somers of House to Home Realty

Congratulations, Josh!

* To win this belt, you must post the greatest number of posts on the CBA page for the month.

**Town Sign Promo Winner:** Jodi Erickson of Your Page Today, LLC

Congratulations, Jodi!

* To win the town sign promo, your business card will have to get picked at random, out of a hat, at the meetings.

Meeting adjourned 7:30pm.