

MPABA April 21, 2014 Meeting Minutes

1. The following officers have been elected to govern the MPABA and will serve a two year term:

Gary Poltonowicz, President
Owner of the Suburban Tavern, 2200 Perkiomen Ave., Mount Penn
(610) 779-6440

Jim Aloye, Vice President
CEO of Aloye Computer Enterprises, Reading PA
(610) 223-6092

Mark Dudash, Treasurer
Mount Penn Borough Council Member
(610) 468-0693

Ryan DeWald, Secretary
Owner of Skyline Bicycles & Skateboards, 2573 Perkiomen Ave., Mount Penn
(610) 507-2959

2. The Annual MPABA Scholarship for a Senior wishing to pursue higher education upon graduation from Antietam High School was approved in the amount of \$400
3. The Annual MPABA Sponsored Block Party was discussed and a tentative date of Saturday September, 27 was selected with the understanding that the date is only tentative and may change.
4. Mr. David Wojchegoski of 2545 Grant Street informed us about a local community sponsored block party that will be held at the 2500 block of Grant Street in Mount Penn on Saturday, June 21, 2014, 3:00-10:00 PM. This community sponsored block party will have food and drink as well as live music and is completely separate and independent from the MPABA Sponsored Block Party. Vendors wishing to participate in the June 21 event can contact Mr. David Wojchegoski directly to sign up for a vendor booth.
5. Gary Roland informed us about the 2014 ANTIETAM VALLEY STREET FAIR that is taking place on Saturday, July 19, 2014 from 10:00AM – 4:00PM and he encouraged MPABA member businesses to consider having a presence there. Details and the sign up form can be found here http://www.mountpennarea.org/mpaba_prod/docs/2014_Street_Fair_Vendor_Form.doc
6. The MPABA has acquired revolutionary technology to manage and streamline its operations. The operational detail of that technology was briefly discussed.
 - a. A demo of the CRM Application Technology can be seen here <http://crmdemo.aloye.com>
 - b. A demo of the CAL Application Technology can be seen here <http://caldemo.aloye.com>
7. A multi-point plan was put in place to fully utilize the Calendar Application technology accessible at <http://cal.mountpennarea.org>. The first set of phases are listed below:
 - a. Phase # 1 – Assemble a list of organizations and agencies whose community events we want listed on the MPABA public/community facing calendar
 - b. Phase # 2 – Obtain the names and contact information for the person responsible from each organization listed from Phase # 1 above and place the names and contact info into the list.
 - c. Phase # 3 – Contact each person on the list and work with them to see if they will enter all their organizations events into the MPABA’s Online Calendar System at <http://cal.mountpennarea.org>
 - d. Phase # 4- Obtain a signed “statement of cooperation” (http://www.mountpennarea.org/mpaba_prod/docs/Statement_of_Cooperation_CAL_Entry.pdf) from each organization on the list that states they are committed to working with us on a regular basis to enter events into our system for mass distribution.

8. A multi-point plan was put in place to fully utilize the CRM Application technology accessible at <http://crm.mountpennarea.org> - The first set of phases are listed below:
 - a. Phase # 1 - Build a list of community members and customers external to the MPABA that wants to receive communications, coupons, advertisements, and event information from the MPABA and its member businesses.

To build this community and customer list the following action items will be executed:

- The MPABA will author a “Statement of Cooperation” (http://www.mountpennarea.org/mpaba_prod/docs/Statement_of_Cooperation_CRM.pdf) where the undersigned pledges to present a sign-up sheet to their customers, and will encourage their customers to fill out the sign-up sheet, either printed and offered in person to fill out by hand using the template at http://www.aloye.com/new_2014/docs/MPABA_CRM_SignUp.pdf, or online at <http://subscribe.mountpennarea.org>, and agree to receive email from the MPABA and its member businesses.
 - MPABA Member Business will then have the opportunity to sign this “Statement of Cooperation” and begin collecting customer email addresses and contact information to be submitted to the MPABA on a monthly basis.
 - Members of the public can also sign themselves up directly by filling out the online form at <http://subscribe.mountpennarea.org>
 - This direct sign up form at <http://subscribe.mountpennarea.org> will also be transmitted via Facebook to various members of the public.
9. The possibility of offering current and prospective MPABA members the option to choose from multiple levels of membership was also discussed. A preliminary set of options was put together and have been tentatively labeled as the Bronze Membership, Silver Membership, Gold Membership, and Platinum Membership. Again this is just in the idea phase and will undergo further discussion in the future. A copy of the 1st draft of this idea can be viewed at http://www.aloye.com/new_2014/docs/2014_MPABA_PlanLevels_Proposal.pdf
 10. A more frequent meeting schedule was also discussed and ratified. Meeting will be held once a month on the third Monday of the month. The schedule can be at http://www.mountpennarea.org/mpaba_prod/default.aspx about halfway down the page under the bold section Meeting Schedule. The CAL Application located at <http://cal.mountpennarea.org> will be updated soon to reflect these meetings.
 11. Each MPABA meeting will feature a short 10 minute presentation by one of our Member Businesses.
 12. We are also looking into the possibility of scheduling outside speakers, economists, and other industry experts to attend and speak for a short portion of our meetings to add perspective and expand our awareness of larger things that may soon impact businesses in the Mount Penn Area.
 13. We also discussed the importance of member participation and involvement both during the monthly meetings and in between meetings. This is your organization and its designed to help you grow and nurture your business. We want to see more of you!