

MPABA May 19, 2014 Meeting Minutes

1. The details of the Annual MPABA Scholarship, in the amount of \$400, for a Senior wishing to pursue higher education upon graduation from Antietam High School was discussed.
2. The Annual MPABA Sponsored Block Party was discussed and the official date of Saturday September, 13 was selected.
3. Additional operational details of the revolutionary technology MPABA uses to manage and streamline its operations was discussed.
 - A demo of the CRM Application Technology can be seen here <http://crmdemo.aloye.com>
 - A demo of the CAL Application Technology can be seen here <http://caldemo.aloye.com>
4. The execution of the multi-point plan to fully utilize the Calendar Application technology accessible at <http://cal.mountpennarea.org> has begun.
 - **Phase # 1 of the plan has been completed.** – Assemble a list of organizations and agencies whose community events we want listed on the MPABA public/community facing calendar.
 - Mount Penn Borough
 - Lower Alsace Township
 - Saint Lawrence Borough
 - Mount Penn Fire Company
 - Lower Alsace Township Fire Company
 - Mount Penn Rotary Club
 - Antietam Valley Lions Club
 - Saint Catharine of Siena Roman Catholic Church
 - Reformation Lutheran Church
 - Bethany Evangelical Lutheran Church
 - Schwarzwald Lutheran Church
 - Faith Lutheran Church
 - Trinity United Church of Christ
 - Pennside Presbyterian Church
 - Antietam Valley Community Partnership
 - Central Berks Regional Police
 - Exeter Township Police
5. MPABA Officers have been tasked with executing Phase # 2, Phase # 3, and Phase # 4 of the execution plan listed below. Status updates on progress will be reported at the next monthly meeting.
 - 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.
 - 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>
 - 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.

6. The execution of the multi-point plan to fully utilize the CRM Application technology accessible at <http://crm.mountpennarea.org> has begun. Status updates on progress will be reported at the next monthly meeting.
- **Phase # 1 has been completed** - The MPABA has authored a “Statement of Cooperation” (http://www.mountpennarea.org/mpaba_prod/docs/Statement_of_Cooperation_CRM.pdf) for MPABA members to sign to pledging their commitment to present the opportunity to 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.
 - The following Member Businesses have either already signed & submitted or verbally committed to signing the pledge.
 - Aloye Computer Enterprises
 - Suburban Tavern
 - Exeter Printing
 - MPABA Officers have been tasked with talking to MPABA Member Businesses and encouraging them to sign this “Statement of Cooperation” (http://www.mountpennarea.org/mpaba_prod/docs/Statement_of_Cooperation_CRM.pdf). Status updates on the number of MPABA member business who have signed the pledge will be reported at the next monthly meeting.
7. We re-iterated the MPABA’s core mission which is easily summed up in the two points below.
- To provide MPABA member businesses with a means, forum, venue, and opportunity to expand their customer base and sphere of influence by reaching out to a wider pool of potential customers (*including B2B and B2C customers*).
 - To provide information about MPABA Member Business and community events to private citizens, potential customers, and community members.
8. Additional discussion regarding member participation and involvement. A determination was made that in order to increase member participation, we must increase the visibility and profile of the MPABA. And in order to do that, we need to host events, sponsor activities, and market ourselves to the surrounding community. In order to achieve all of these objectives, we need to aggressively fund the organization.
9. A multi-point plan to aggressively fund the MPABA was drawn up, and two parallel pathways to fund the organization were discussed, an **Internal Pathway** and an **External Pathway**.
- **Internal Pathway:** utilizing the skills, talents, and resources of MPABA business to generate funding (fundraise) in addition to raising the profile of the MPABA and the member business.
 - i. **Example:** Offer several different MPABA Membership Packages such as a General Membership, Bronze Membership, Silver Membership, Gold Membership. An example of how this might look can be found here: http://www.aloye.com/new_2014/docs/2014_MPABA_PlanLevels_Proposal.pdf

But we need your input because this idea is just in the infancy stage.

We need YOU to help us design and shape it.
 - **External Pathway:** hosting events and activities for the public and surrounding community from which a small participation fee is charged to members of the public.
 - i. **Example:** Aloye Computer Enterprises conducting a 1-hr seminar for restaurant and retail business owners demonstrating how their point of sale solution can be hacked from a wireless device and credit card processing information stolen, in addition to providing information on how to secure their POS so that such attacks are not possible. – An attendance or seminar fee would be extracted from attendees and the majority of that fee would go to fund the MPABA with a small amount compensating the member business for their time and talent.

EXTERNAL FUNDRAISING EVENT CATEGORIES

SOCIAL	EDUCATIONAL (FUNDRAISING)	COMMUNITY (FUNDRAISING)
Host a happy hour meet and greet at a local restaurant to introduce MPABA Businesses to each other and to members of the public.	Host seminar for member and non-member businesses or the public on various topics where a small seminar / attendance fee is charged.	Host community events and public activities where a small participation fee is charged.

We need your input on this because this idea is just in the infancy stage.

We need YOU to help us design and shape it.