

## MPABA June 16, 2014 Meeting Minutes

1. The Annual MPABA Sponsored Block Party was discussed and the official date of Saturday September, 13 was re-confirmed.
2. **CAL Phase # 4** of the multi-point plan to fully utilize the Calendar Application technology accessible at <http://cal.mountpennarea.org> has been executed, and is ongoing. Status of each organization is listed below.
  - **CAL Phase # 4** - Obtain a signed “statement of cooperation” ([http://www.mountpennarea.org/mpaba\\_prod/docs/Statement\\_of\\_Cooperation\\_CAL\\_Entry.pdf](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.
    - Mount Penn Borough –Mark will introduce it
    - **Lower Alsace Township – signed contract received**
    - Saint Lawrence Borough – sent initial contact email, no response received – Gary will follow-up
    - Mount Penn Fire Company – sent initial contact – they are not interested, they only sell faschnauts and don’t need to list that
    - Lower Alsace Township Fire Company – Gary will hit the streets and get them to sign on
    - Mount Penn Rotary Club – Gary will make initial contact
    - Antietam Valley Lions Club – Gary will make initial contact
    - Saint Catharine of Siena Roman Catholic Church – correspondence ongoing
    - Reformation Lutheran Church – Gary will make initial contact
    - Bethany Evangelical Lutheran Church – Gary will make initial contact
    - Schwarzwald Lutheran Church – Gary will make initial contact
    - Faith Lutheran Church – Gary will make initial contact
    - Trinity United Church of Christ – Gary will make initial contact
    - Pennside Presbyterian Church – Gary will make initial contact
    - Antietam Valley Community Partnership – sent initial contact, received response it’s scheduled for vote at July AVCP meeting
    - Central Berks Regional Police – sent initial contact email, no response received – Gary will follow up
    - Exeter Township Police – sent initial contact email, no response received – Gary will follow up
3. **CRM Phase # 4** of the multi-point plan to fully utilize the CRM Application technology accessible at <http://crm.mountpennarea.org> has been executed, and is ongoing. Status of each Member Business is listed below.
  - **CRM Phase # 4** - Obtain a signed “statement of cooperation” ([http://www.mountpennarea.org/mpaba\\_prod/docs/Statement\\_of\\_Cooperation\\_CRM.pdf](http://www.mountpennarea.org/mpaba_prod/docs/Statement_of_Cooperation_CRM.pdf)) from each organization on the list that states they are committed to collecting and sharing customer contact information with the MPABA.
    - Adele's on the Avenue – Gary will make contact
    - Ageless Harmony Adult Day Care – Gary will make contact
    - **Aloye Computer Enterprises – signed contract submitted**
    - Antietam Area Towing – Gary will make contact
    - Berks Heating & Cooling – Gary will make contact
    - **Exeter Printing Company – expecting signed contract on or before next meeting**
    - Fielding Law – Gary will make contact
    - **Grease Stop, LLC – expecting signed contract on or before next meeting**
    - Happily Ever After Theme Parties – Gary will make contact
    - Keystone Insurers Group – Gary will make contact
    - Krufka Photography – Gary will make contact
    - Lutz Funeral Home – Gary will make contact
    - Miller & Son - Contracting/Snowplowing – Gary will make contact
    - Lou Mehos - State Farm Insurance – Gary will make contact
    - Sparkle Shine Car Wash – Gary will make contact
    - Spine and Wellness Center – Gary will make contact
    - Strategic Benefit Designs, Inc. – Gary will make contact
    - Water Fall Carwash – Gary will make contact

- Zero Gravity Designs, LLC – Gary will make contact
- Chris Batastini - AXA Equitable – Gary will make contact
- Heintz Tax Service – Gary will make contact
- Anthony Pomponio - Sovereign Bank – Gary will make contact
- Jane Ebert - Susquehanna Bank – Gary will make contact
- Margaret Saylor Botanical Art & Illustration – Gary will make contact
- Michelle Cavanaugh/31 Gifts – Gary will make contact
- Mt. Penn Sports Cards – Gary will make contact
- **Skyline Bicycles & Skateboards – expecting signed contract on or before next meeting**
- The Little Old German Signmaker – Gary will make contact
- Weikel Sportswear – Gary will make contact
- Arner's Restaurant – Gary will make contact
- Bixler's Lodge – Gary will make contact
- Mountain Springs Captain's Cove – Gary will make contact
- Esposito's Restaurant & Bar – Gary will make contact
- Fiesta Mexicana – Gary will make contact
- Frank & Diannah's Arbor Inn – Gary will make contact
- Jake's of Mount Penn – Gary will make contact
- Klinger's on Carsonia – Gary will make contact
- Liberty Taproom – Gary will make contact
- **Suburban Tavern – signed contract submitted**
- The Knight's Pub at Stokesay Castle – Gary will make contact
- Ted and Carl Catering, Inc. – Gary will make contact
- Antietam Valley Lions Club – Gary will make contact
- Aulenbach Cemetery – Gary will make contact
- Faith Lutheran Church – Gary will make contact
- Mt. Penn Rotary Club – Gary will make contact
- Pennside Presbyterian Church – Gary will make contact
- Trinity UCC – Gary will make contact

4. **Collection of 2014 membership dues** was discussed.

Member Businesses should remit a check as soon as possible for the amount of \$25 to:

**Mount Penn Area Business Association  
200 North 25th Street  
Reading, PA 19606**

5. **Dinner Seminar Series Events**: The next major event was discussed in detail. The event will be a dinner & seminar initially held at the Suburban Tavern (and may also be held at the other restaurants at a later date). The goal is to establish a dinner & seminar event series that allows each interested member business to get up in front of a target audience and speak in a dedicated manner over the course of a dinner event.

The first of these will feature a technology security demonstration using cyber warfare equipment. The live demonstration that occurs while you eat using military grade cyber warfare equipment shows you how easy it is for cyber criminals to:

- Hack into your retail point of sale system
- Intercept your network communication
- Steal user names and password
- Steal credit card info,
- Read the contents of your email message
- Log keystrokes
- Intercept & listen in on your cell phone conversations

Solutions and various methods to protect yourself and/or your business will also be discussed and presented.

A question and answer session will follow for those who are interested.

6. **Dinner Seminar Series Event # 1 Preparation:** Since this will be the first dinner seminar event in the series, combined with the fact that this is a unique topic of a technical nature, it is critical that this event truly be a blowout event. Numerous member businesses in attendance have expressed a desire to see the demonstration in advance in order to critique it and make sure it is understandable by the desired target audience of business owners, retail store owners, business professionals, and consumers.

As a result of this unprecedented interest by our member businesses in attendance to view and critique the presentation ahead of time, Aloye Computer Enterprises will film and make the presentation available to interested member businesses during a designated online viewing & critique session that will take place at a date and time to be determined.

7. **Advertising for Dinner Seminar Series Event # 1:** the most cost effective method of advertising the dinner seminar series events is billboard advertising along 422/222.

There are two options:

- A single Digital billboard advertisement that runs on a single digital billboard on 422 for a period of 28 days – the cost is \$1400
- A single traditional billboard advertisement that runs on two traditional billboards on 422 and/or 222 for a period of 28 days – the cost is \$1000

We either need to sell space around the billboard perimeter to a small number of member businesses and include their logo in the perimeter area, or we need to collect a fixed sponsorship fee from each member business in order to fund the billboard.

8. **MPABA PayPal Account** - The possibility of creating a MPABA PayPal environment to facilitate credit card payments for things like sponsorships, ticket sales, and member dues was discussed briefly.
9. **Other Fundraising Events** were briefly discussed

<b>EXTERNAL FUNDRAISING EVENT CATEGORIES</b>		
<b>SOCIAL</b>	<b>EDUCATIONAL (FUNDRAISING)</b>	<b>COMMUNITY (FUNDRAISING)</b>
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 YOU to help us continue to expand and raise the profile of the Mount Penn Area Business Association so that it can help you meet your business objectives.**