

MPABA August 18, 2014 Meeting Minutes

1. **Several New Member Businesses** have joined the Mount Penn Area Business Association. We take the opportunity to welcome the following New Members:

- Antietam Community Theatre
- Massage and Yoga Center

The MPABA Website at www.mountpennarea.org has been updated to include all new members.

2. **Vote MPABA is Under Development** - A brand new web application is being developed for use by the MPABA called Vote MPABA. This application will allow Officers to vote on all MPABA items electronically and will enable the MPABA to move forward at a faster pace by allowing an Officer Voting Quorum to always be available. It will also be used to facilitate communication and interaction between MPABA Officers and Members, as well as Member to Member communication for surveys and other member specific MPABA input.
3. **Several Online Payment Services** have been established for the MPABA and are currently undergoing implementation.
 - **Online Payment via PayPal** - will enable the MPABA to more easily collect yearly dues. Will facilitate ticket sales for the upcoming Dinner Seminar Series Events and several other events we have “in-queue”.
 - **Square Register for Live/On-Site Events** – will enable the MPABA to collect payment for sales, tickets, and/or other charges that occur on-the-spot at the events.
4. **The Annual MPABA Sponsored Block Party** was discussed. Numerous businesses and organizations have signed up and a current list has been assembled. Locations on the designated street will soon be assigned to participants.
5. The MPABA Calendar Widget has been updated and is now available to be framed in on any member’s website or on the websites of municipalities and other organizations.

To include the calendar widget on your website, all you need to do is create an iframe object on your website and place the following URL inside the iframe object

```
<iframe src="http://cal.mountpennarea.org/cal/acecal.aspx"></iframe>
```

Then when you click the calendar events, they will open up in a new window so as not to disrupt the user’s experience and interaction with your website.

6. **MPABA Calendar Mass Usage Implementation 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) 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. – **In Progress**
7. **MPABA CRM Mass Usage Implementation 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) from each organization on the list that states they are committed to collecting and sharing customer contact information with the MPABA. – **In Progress**

MPABA Member Businesses, **we could really use your help in moving Agenda Items # 6 and # 7 forward.** If you have some time you are willing to spend to help, please let us know and we can show you exactly what needs to be done, who to contact, and what to do in order to move these two efforts forward.

8. **Dinner Seminar Series Events:** The timeframe for the first dinner seminar series event was discussed and the general period in which the event will occur was further narrowed down with the goal of getting this first event scheduled sometime between March and June 2015. Several dates will be submitted and a specific set-in-stone date will be selected based on a number of factors. More to come on this topic as it unfolds.
9. **Dinner Seminar Series Event # 1 Preparation:** The subject of the first event deals with some of the security risks small businesses face show via a live demonstration specific ways cyber criminals penetrate the computer systems of small businesses. The seminar is being presented by Aloye Computer Enterprises through the ***“Hack Attack: Secure Your Business Episode # 1”*** Seminar Presentation.

An initial version of the presentation has been filmed and is currently being reviewed by MPABA Officers.

If you are interested in presenting for our next Dinner Seminar Series, please let us know so we can get you in the event queue.

10. **Other Fundraising Events** were briefly discussed including several specific events to be held by member businesses that are geared for children and families as well as several additional business related events. Additional details on those events will be provided as the member businesses involved work with MPABA to further define, schedule, and advertise them.

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.