

NEW CARLISLE BUSINESS & COMMUNITY ASSOCIATION
MEETING MINUTES
May 2, 2018

In Attendance:

Ken Carter – Town of New Carlisle
Sandy Raabe – NC United Methodist Church
Joyce Forbes – Hudson Township Trustee
Diane Richardson – Lion's Club
Craig Langhofer – Edward Jones
Peg Adams – Adams Tax Service/Adams Music Studio
Stephanie Murphy – NC Library
Trudy Menke – Reframing Leadership
Pamela Weaver – 1st Source Bank/Discover NCTS
Candice Scott – Phantom TS
Henry Timm – Phantom TS
Pete Webb – Hamilton Grove
Adam Podell – AMP Custom Paint and Collision
Kim Vaundry – Edward Jones/Cornerstone Preschool

The meeting, held at Carlisle Coffee & Sweets, opened with introductions and 60 second commercials.

Copies of the Treasurer's report were distributed. Joyce Forbes motioned to accept the report pending audit, Henry Timm seconded and the motion passed unanimously.

March meeting minutes were not available.

Peg Adams questioned whether or not to digitalize, destroy or keep in paper form in acid free containers documents and reports. Cost?

Pam Weaver stated that the Lincoln Highway banners need to be replaced. The cost for 35 is approximately \$1,500. Discover NC will contribute half and is asking the NCBCA to contribute half of final cost. Joyce Forbes motioned that the NCBCA pay for half of the cost of replacing the banners, not to exceed \$800. Peg Adams seconded the motion and the motion passed unanimously.

Ken Carter shared the Community Tourism Action Plan. A meeting was held at the Old Republic and well attended by representatives from various community groups and business owners. A study of actionable items should be prepared by May 15. The town is taking applications for a new Police Chief.

Business Building:

Trudy Menke –

- Transition business from product to service oriented
- Know – Like – Trust
- Looks for value driven clients
- Social media is good from an awareness standpoint
- Small Community – Face-to-face interactions
- Cast vision – Build rapport – Follow up

Henry Timm –

- Identify tools to reach potential customers
- Scheduled face-to-face with clients – shadow their operations
- Who is your ideal customer?
- Networking
- Social media – awareness, not a call to action

A speaker is needed for the June meeting. We will be discussing funds for Hometown Days.

Next meeting – June 6, 1 p.m. (eastern) at Manny's

Respectfully Submitted,
Kimber Vaundry,
Recording Secretary