

Business Development Committee Meeting
MINUTES –March 19, 2009



Time: 12:00 p.m.
Location: DDA/ Main Street Office

Present: Stephanie Schlittler -Chair, Charlotte Swann, Mary Heikkinen, Jane Cartwright, Nathan Voght (DDA Director), Absent: Kevin Brady, Karen Williams (Main Street Coordinator).

1. Call to Order: S. Schlittler called the meeting to order at 12:04 pm.

2. Approval of Meeting Minutes

Motion by M. Heikkinen to approve Business Development Committee Meeting Minutes from January February 26, 2009; Motion seconded by C. Swann; Carried.

3. Retail Development Strategy/ Business Recruitment. The first 10 dvds are printed and are being dropped off today to pick the label. The corrections to the brochure are done and will be submitted today. K. Brady recommend that we look into mini discs.

4. Howell Happenings Live. Dates May 20 or 27th for Spring HHL. S. Schlittler will be contacting the theater and we are planning on going live with the new website with a promo to business owners. We will be talking about branding and coupons as well.

5. H.B.A.T. The letters are in and S. Schlittler will be calling them to set up appointments.

6. Work Plan Development FY 2009-2010. S. Schlittler went through the work plan and outlines specific objectives and projects. The committee members volunteered for project leader roles for the upcoming year. The list is as follows:

Objective: Business Recruitment

Project 1: Business Recruitment Brochure – Mary Heikkinen

Project 2: Business Recruitment Team – BD comm. Chair

Project 3: Realtors Round Table – Kevin Brady

Project 4: Property Profiles – Kevin Brady

Objective Business Retention

Project 1: Howell Business Assistance Team – Charlotte Swann

Project 2: Howell Happenings Live – Stephanie Schlittler, Chivon Fuller

Project 3: Annual Business Retention Survey – Jane Cartwright

7. Other Business.

Home Show: Volunteers to run the booth. Almost full. N. Voght to make a list of talking pts for the volunteers.

New Web Site: RFP's in and a group has been selected to design the web page. It will be geared for 80% consumer and 20% other. The launch will be at HHL Spring 09.

Meeting Time Change: To help with budget cuts and not break up the day, we will be switching the meeting time from noon to 8am on the third Thursday of the month. The location will remain at the DDA/Main Street office.

Volunteer Hours. – (hours, plus meetings) S. Schlittler 21, C. Swann 5, K. Brady 3.5.

8. Motion to adjourn by C. Swann at 1:03 PM, 2nd by M. Heikkinen, Motion Carried.

Next Business Development Committee Meeting: Thursday April 16, 2009 at 8am at the DDA/Main Street Office.