



Meeting Minutes

March 2, 2011

The meeting was started by Jane Cluesman at 7:35am.

Attendance: (I apologize, I did not write down the people who were at the meeting. Following is the list which is the best of my recollection): Barbara Brittingham, Bridget Weaver, Danny Fisher, David Theil, Debby Quinn, Donna Zetts, Jane Cluesman, Jann Holstein, Joy Love, June Betts, Pat Dickinson, Peggi Hurley, Roger Anderson, Stanley Silverblatt, Lee Horn, Al Potter

Excused Absence: Greer Maneval, Debbie Cutler, Bobbi Berry, Dave Koster, and Ellen Feinberg

Business Spotlight: There was no presentation, as Debbie Cutler was absent.

Announcements: Our heartfelt condolences go out to Bobbi Berry, who lost her father last week.

There is a Chinese Auction coming up at the Rehoboth Beach Volunteer Fire Company

Roger Anderson's Parcel Plus has been selected to be a site for FieldTrend Electronic Fingerprinting. Yay Roger!

The Charitable Donation for this quarter is to Jusst Soup Ministries. Because Wednesday is a very busy day for Dale, Jane has arranged for us to do the donation and photo opportunity on Thursday March 31, 2011 at the church on Route 1 (see Jane for directions) at 7:30am. Please show up if you can so we have a good crowd for the photo. Also, if you have a food or clothing donation, you can bring it that day or give it to Jane at the meeting on 03/30/2011.

Discussion:

The CAPE Business Network ad for the upcoming home show in Rehoboth has been sent to press. Several changes were suggested for the next ad including the removal of the promise of a discount. Debby Quinn will take care of this.

Along these lines, the website was discussed in terms of new membership and potential customers accessing the site and being directed to specific businesses. Specifically, if a discount is promised, how motivated would a potential customer need to be in order to navigate all the steps to the business? Would the promise of a discount propel the customer all the way through. If the customer did not get the promised (but not specific) discount, would this generate negative feedback? How much? How likely is this? In the end, the consensus was to stop offering a non-specific discount.

There was another installment in the ongoing discussion of our goal in advertising. The Money Mailer is to generate name recognition primarily, but does include an invitation for new members. The current ad for the home show is slightly different but promotes membership as well as use of the services of current members and directs people to the website. Structure/planning is needed.

Other Business:

If you owe anyone money, please pay up! If someone owes you money, please speak up!

Here are the current financial obligations:

Danny Fisher \$5.00 for the Website and hosting
Stanley Silverblatt: \$6.42 for the Home Show Ad (pay "Rehoboth Today")
Roger Anderson: \$2.00 for referral slips

Referrals: 19 !!!!

Jane Cluesman to Jann Holstein, Al Potter and Barbara Brittingham
Bridget Weaver to Brian Hecksher
David Theil to Greer Maneval, Dave Koster, Tony Etze, Al Potter
June Betts to Bridget Weaver
Danny Fisher to Lee Horn
Danny Fisher to Brian Hecksher
Stanley Silverblatt to Jane Cluesman
Roger Anderson to Danny Fisher
Jann Holstein to Lee Horn
Debby Quinn to Roger Anderson
Pat Dickinson to Debby Quinn
Greer Maneval to Stanley Silverblatt x 2
Peggi Hurley to Bobbi Berry

-Donna Zetts shared a wonderful story of a customer whose family and friends came together to help her regain her health and mobility.

NEXT MEETING:

Wednesday, March 16, 2011 at the IHOP in Rehoboth

Bridget Weaver
CAPE Business Network