

Western Route 40 Business Association

Minutes

February 21, 2017, 2017

The meeting was called to order at 8:07 A.M. The meeting was held at Newton Consulting. A continental breakfast was hosted by the company.

The executive Committee gave a report of their February 8th meeting. The Vice President, Rick Newton, presented an overview of leadership principles in order to help the business association move ahead to a new approach. His presentation consisted of approaching the associations purpose by assessing our values, who we are, what we want to accomplish and what is our 3-5 year vision.

The committee suggested

--that our values could be serving leadership, transparency, integrity, relationships, and stewardship

--that our mission could be to create an enabling infrastructure necessary to attract and retain thriving families and businesses

--that our purpose could be to make the Western Route 40 Corridor a great place to live, work and play

--that our tag line could be Cultivating Community Connections through Commerce

These recommendations were agreed upon by the membership in attendance and will be recorded for our future reference.

A description of new teams which we hope to develop was presented. Those teams are as follows:

1. The Strategic Team
 - a. Made up of the exec. Cmte and other volunteers
 - b. Defines the future vision
 - c. Engages community leaders
 - d. Catalyzes the community to make the future vision a reality
 - e. Current members: Rob Daniels, Rick Newton, Aleta Richmond, Kathy Prescott, Ashley Sprowls
 - f.
2. Membership Team
 - a. Recruits new members
 - b. Engages previous members
 - c. Defines member value for dues paid
 - d. Current members: Earl Martin, Ryan Yoest

3. Communications/Marketing Team
 - a. Communicates with businesses
 - b. Communicates to community
 - c. Engages 3rd parties
 - d. Develops projects which promote the WR40BA vision/goals/projects
 - e. Current team members: Shari Brownlee, Jay Dutton, Donna Riggle, Rico Vespa, Diane Adams

It was suggested that the executive committee entertain establishing a new name and rebranding for the organization. *This will be considered as a future project. They will also attempt to facilitate a community leadership meeting to discuss area DNA (who we are).

Community Reports:

1. Hopewell Diner now open and expanding
2. Churches
 - a. Lenten lunches will begin on March 8 at the Baptist church 12-1 PM.
 - i. Additional luncheon dates are March 15, March 22, March 29, April 5 and April 12.
 - b. A Good Friday Cross Walk will be held 12-2:15 pm with a community service at the Baptist Church at 7 PM
 - c. Sacred Heart Catholic will host a Fish Fry each Friday beginning March 3,10,17,24 and 31. Serving 11 am-7pm.
3. The League of Women Voters is sponsoring a luncheon at South Mount Presbyterian Church. Contact is Judy Hughes (412) 892-9484
4. The Food Pantry is seeking to relocate. Anyone knowing of the availability of a building should let one of the churches or contact the food pantry directly

Banners: Rev. Rico Vespa is the lead contact. Letters are near completion and the following businesses are seeking to purchase a flag: Wilke Construction, Diane Adams Art Studio, ARH, Presbyterian Church.

Pike Festival – It was suggested the communication team assist this year. Letters have been sent to the borough for the electric lights, locations, etc. Ashley Sprowls and Lynn Dutton are the contacts. Please email any idea to Ashley.

It was suggested that the business association could be sponsors for several programs/projects in the community. We will discuss the possibilities at future meetings.

Diane Adams suggested developing a History Walk for visitors to the community. She will further develop the idea working with the Communications/Marketing Team. There was also a request that a new brochure be developed and placed at the visitor center on Interstate 70E.

Shari Brownlee made a motion to establish a facebook page and website. She may have access to a free hosting service. A second was made by Ashley Sprowls and it was approved unanimously.

It was brought up that the clock at the center of Claysville stills is not working and that parts are unavailable to repair the clock. A mechanism is required to make the clock functional. We motioned that CAPRI accept the project as a fund raiser for the clock repair. The motion was made by Kathy Prescott and seconded by Rico Vespa. Motion carried.

The meeting adjourned at 9:15. The March 21 meeting will be held at Hopewell Diner at the Claysville exit beginning at 8 AM.