



## Business Meeting Minutes

February 8<sup>th</sup>, 2011

The meeting was called to order at 7:15 PM. There was a quorum present. The following members attended: Barking Rose Quilt Barn, Your Weekly Shopping Guide, Cornish Trading Co., Nurturing Tranquility, Scott Design, MacIntyre Consulting, Midway Country Lodging, Bangor Bank and Cottage Treasures.

The Secretary's report as e-mailed was accepted. There are 20 members to date who have paid dues. Remember March 30<sup>th</sup> is the deadline for dues if you wish to be included in the Cornish Brochure.

The Treasurer gave her report. It was accepted with amendments. Two items included in the 2011 report were 2010 expenditures. The Balance on hand beginning the year 2011 is \$6,507.21. The 2011 budget was presented It includes the following:

|                      | Expenses    | Income      |
|----------------------|-------------|-------------|
| Restrooms            | \$1,431.34  | -----       |
| Apple Festival       | \$3,000.00  | \$5,000.00  |
| Christmas in Cornish | \$1,400.00  | \$600.00    |
| Christmas Party      | \$1300.00   | \$1,200.00  |
| Spring Fling         | \$500.00    | \$1,500.00  |
| Marketing Campaign   | \$5,950.00  | \$2,500.00  |
| Kiosk                | \$1,250.00  | \$500       |
| Scholarship          | \$500.00    | -----       |
| Donations            | \$150.00    | -----       |
| Membership           | \$150.00    | \$2,700.00  |
| General Operations   | \$1,240.00  | -----       |
| Totals               | \$16,921.34 | \$20,452.81 |

### I. New Business

1. Moving meetings- The Board suggested that CAB have fewer movable meetings and they be held during the summer months more as a social gathering to visit local businesses. There would be no business meeting. CAB members approved of this.

2. Coupon books- Many CAB members were not aware of the coupon books. Paul Howe sent samples to the meeting. The booklets are \$20.00 and offer discounts at various stores. CAB voted to support this effort and several members indicated that they would like to be included in the next publishing of the booklet. The booklets should be available in more stores. CAB will put the booklet information on the CAB web site. It was also suggested that the booklet would make a good raffle item at the Spring Fling.



3. Updates to the Cornish Brochure- The Board suggested that a new panel be added to the brochure making it the size of legal paper. This would accommodate the growing number of CAB members. It also suggested that if neighboring members wanted a map overlay on the Cornish Map there should be at least 5 businesses taking out a membership in CAB. In order to include the neighboring businesses it was suggested that the title of the brochure read "Cornish and its Neighbors" The CAB members agreed to these suggestions.

4. New sections on the web site- The Board suggested that a new section be added to the web site listing available spaces for rent/sale in Cornish. Two realtors have agreed to provide information for the list. It was also suggested that venues in Cornish that are available should be included since inquiries have been made to CAB about sites that might be used for a particular event. CAB voted to include these items on the web site.

5. Should CAB bring/sponsor more local entertainment? It has been suggested that CAB look into a seasonal ice skating rink. The fairgrounds had been suggested as a possible venue. Then it was brought out that the upper part of the Mill Pond had for years been the site of winter ice skating. CAB will look into the possibility of bringing this area back. Insurance would be a consideration. The town will be consulted as to the feasibility of this site.

6. Should CAB add a new event?

A. It has been brought to CABs' attention that The Saco River Festival will no longer host a Strawberry Festival in Thompson Park. It would take place the first weekend in July. that they that they would like to sponsor this event if there were enough volunteers from the CAB membership to put on such an event. Response from the membership would be greatly appreciated concerning this project.

B. It was also suggested that CAB might hold a Halloween Event. The seniors at the high school put on one last Fall. CAB agreed that it would be best to help the seniors with their event instead of planning a different one.

7. Marketing

A. Maine Tourism – CAB voted to join Maine Tourism again this year and have a brochures at the Kittery and Fryeburg visitors centers. The cost of membership has increased slightly. This year it will cost CAB \$235.00 for membership and brochure placement.

B. It was decided to remove the banners that are remaining and take down the hardware from the poles. The hardware is expensive and should be returned. When flags are purchased it was suggested that CAB look at various nearby towns to see how they are displayed. Brownfield has flags placed lower on the pole so that they may be maintained more easily. Placement depends upon what the telephone/electric CO. dictates.

C. Shared space in magazines- CAB decided to look into advertising in Down East and Yankee this year. It was decided that if it proved feasible that CAB would place an ad with a theme of welcoming visitors to come to Cornish and enjoy the shopping, restaurants, out door activities, etc. instead of asking each business to place a partial page ad to defray the cost.

8. Grants- CAB will look into finding grants to help pay for more expensive projects. Norm MacIntyre has agreed to write any proposal for grants that CAB might apply for in the future.

The next scheduled CAB Meeting will be held at the United Church of Christ on March 8<sup>th</sup>. Be sure to mark your calendar. Remember March 31<sup>st</sup> is the deadline for CAB dues.

The meeting was adjourned at 8:30PM.

Respectfully submitted

*Ernestine Bash*, Secretary