



The Minutes of the CAB Monthly Meeting March 9, 2010

The meeting was called to order by the President, Scott Rowley at 7:05 PM.

There was a quorum present. The businesses in attendance were: Scott Design, Midway Country Lodging, Cottage Treasures, Bangor Bank, and Sacopee Valley Eye Care.

The Secretary's Report was read and accepted with corrections.

The Treasurer reported a balance of \$6,958.92 at the beginning of the month. Bank interest was \$.53. There were 7 deposits of membership payments totaling \$420.00. There are 29 members to date. The balance is \$7,379.45. The Treasurers Report was accepted as delivered.

Everyone is reminded who has not paid their membership dues for the year that the cut-off date to be included in the annual brochure is March 31st. It has been approved to spend \$200.00 to join Maine Tourism and place brochures an information centers in Kittery and Fryeburg.

I. Continuous Business

A. The CAB Web Site is receiving good visibility. There are about 65 hits a day by people looking at our community offerings. It is emphasized that CAB members should be sure to send any special events or activities to Ron McKinny (207-625-8835 or sales@mainemidwaylodging.com) to be added to the calendar. This is a chance to promote your business and the town of Cornish. It was also suggested that a small ad be placed weekly in the Shopping Guide under the section, "What's Going On" to remind readers to use the CAB Web Site.

B. The Apple Festival was discussed. Ernestine Bash will again try to get the festival included on calendars in various publications as part of the advertising campaign. Patty Rowley has again agreed to be in charge of booth rentals.

II. New Business

A. The Spring Fling will be chaired this year by Sue Melanson. It is scheduled to take place April 25th. Be sure to mark your calendar. Details will be coming soon. Ernestine Bash will be running the silent auction. If you have something to donate please call her at 625-3201 or send an email to cottaget@hotmail.com.

B. There was a discussion about linking with other web sites. Linking is a Web marketing tactic. Links to our site from other sites drive additional traffic and major search engines consider the number of incoming links to our website ("link popularity") as an important indicator of relevance to rank our site higher in the search engines. No conclusion was reached. There will be further discussion at the next meeting

C. It was voted that CAB will not sell ad space on the Cornish Web site.

The meeting was adjourned at 8:35. The next meeting will be held April 11th at 7:PM at the United Church of Christ.

Respectfully submitted,

Ernestine Bash