

UCBMA Meeting Minutes

5PM 4/10/19 Ohio Eagle

- WELCOME to our new & existing members by President, Rebecca Wilber. Becky asked that all members be on time and ready to begin our meetings by 5:10.
- Pledge of Allegiance is typically led by Bill Lendi, who also brings the flag, but he was unable to attend tonight's meeting. Pledge of allegiance was said without the flag.
- Introduction of Rachel Arnold, Director of Sales and Marketing, with Ohio Eagle. Rachel shared an update on their business: Eagle will continue to be the beer provider for the FTR 2019. They now have energy drinks, water, spiked seltzer, and beers from 3 local breweries. Acquired Clermont Distributing to make a total of 9 counties served.
- Minutes approved for March Meeting: Carol Venn approved, Emily Gilmartin seconded the motion.
- Introduction of our guest speaker, Kathryn Trucco, Sr. Marketing Manager of the Butler County Visitors Bureau. Kathryn presented a power point "*What's happening in Butler County?*"
 - Butler County Visitor's Bureau was formed in 2006 as a Destination Development, Marketing and Sales organization. There is a team of 8 Travel and Tourism Professionals that annually generate over \$40 million of economic impact in Butler County.
 - The BCVB has a partnership with CVG that offers a VIP program where visitors are greeted at the airport. Visitors are pulled to Butler County from all across the US.
 - The Donut Trail has brought visitors from all 50 states and 2 countries. It is difficult to complete the trail in one day which promotes overnight stays in Butler County. The T- shirt acquired from completing the trail, allows for discounts in local businesses when worn.
 - Marketing has a new website-Travelbutlercounty.com ... They also have digital marketing tracking technology.
 - What's new? Indoor Skydiving "I FLY" at Liberty Center is slated to open this summer. Spooky Nook at Champion Hill is slated to open the summer of 2021
 - Kelsey Montague, a famous mural artist, will have a mural in the Foundry of Liberty Center
 - Upcoming Events are found on the community calendar: at TravelButlerCounty.com/bcvb-calendar
 - Kathryn offered to post events that our members have.
 - The BCVB Spring meeting in May will have a **big announcement to make**. Date and location to be publicized soon.
- Our 2019 Food Truck Rally beneficiary will be Companions on a Journey. The FTR is always the 2nd Friday in August. This year it is 8/9/19. Does your company do any funding that we may be able to be considered for matching. 501C3? Please see Bryan, Shane or Becky.
- What FTR Committee will you be on?

- There are sign-up sheets at the check in table. We ask all our Volunteer Members to join a committee... **Please do so today.** Typically, these teams meet once to twice a month. As we get closer this could be a little more frequent.
Committee chairs: When will your meetings be scheduled? Please let Becky know by email: info@UCBMA.com
- Marketing: Led by Shane McRoy & Teri Nichols. Colleen Riddell, Gage Hemmelgarn, Carol Venn, Jill Cates, Tim Essex, Susannah Leithart, Diana Gibbs, Larry Shideler and Neal Pyszka. **Marketing Committee is full.** ,
- Logistics (will include entertainment & beverages): Led by Bryan Boynton, Lane Butler & Tom Kaper. Mike Klaber, Teresa Strapp, Julie McGraw, Kara Goodwin, Kevin Moorman, Darlene Bugajski & Joe Faisant. **This committee needs more help.**
- Volunteers: **This team needs a leader. See Becky after meeting if interested.** Kara Love, Sandy Kuznof, Chris Hickman, Debra Tausch, Linda Lack, Jonathan Bolin & Leslie Acree.
- Sponsorships: Led by Chuck Thompson & Bill Mense. Ron Koons, Gage Hemmelgarn, Kelley Bell and Jeff Dehner.
 - **This committee needs more help.** “A small army is needed to help exceed our goals”. Chuck asked if members are interested in providing business contacts to pursue sponsorships, to please email him at chuckthompson1954@gmail.com or info@UCBMA.com. He will try to make sure there are no duplication of contacts.
 - Food Trucks: Led by Kerry. Susan Hendel, Cody Smith, Ron Koons and Hannah Volz.
 - Kerry spoke about the Thursday Night Takeovers: They take place at the Clock Tower Square. Live bands, Food Trucks and Beer. The profits of the beer sales go to UCBMA the nights they are assigned. These dates are June 13th, July 11th, August 8th, and August 22nd. A sign -up sheet will be sent around. Please provide your name, email and phone number. We ask that you commit to your day/time to work. There are 3 different jobs: Cash collector, Beer pourer and Beer server. Shifts begin at 4:30. Set up and clean up needed as well. No wine will be served. 6 volunteers for each shift, 12-14 total each night. Members may wear their company logo T-shirts with their UCBMA name badge. Ron Koons asked about UCBMA shirts? Becky said they are a polo and will be modeled in May. The cost is \$25-\$35 per shirt.
- Treasurer Report. Shane filled in for Bryan Boynton to provide the 2019 current financials:
 - \$65,639.96 is our current balance. This includes:
 - \$5,740.98 from West Chester Liberty-Community Foundation Fund
 - \$500 given in Grants (YTD)
 - \$10,808 given out in Sponsorships (YTD)
 - UCBMA is getting their own credit/debit card with a \$5,000 limit.
 - Mary Beth Gallina, of First Financial, (where we bank) requested that Becky ask for a motion to approve our Treasurer, currently Bryan Boynton, to sign for this credit/debit card for the organization. Carol Venn approved the motion and Brent Cullen seconded the motion.

- Our Future Vision Team will be led by Matt King. Becky stated “This is the team that will decide what will be when we grow up”.
 - This team will assure we execute our sponsorships successfully with the appropriate volunteers & attendees.
 - This team **needs members**. Please share your name with Teri & Colleen at the sign up table.
- March approved Sponsorships:
 - Angel Fund for \$2,500. This event will be Thursday, May 9th, at Jags from 6-9pm.
 - Diane Stamp says it will be “Dinner by the bite” with silent and live auctions. Ticket cost is \$70.
 - We have been given 4 tickets to raffle. The drawing was held and winners were: Debbie Taush, Ron Koons, John Berry, and Darlene Bugajski. The winners of tickets are expected to attend to represent the UCBMA.
 - Teri or Colleen, please send our logo and the members attending to Becky to forward.
 - Rotary BBQ Fest: \$4,000. This event will be on Friday, May 17th and Saturday the 18th.
 - They need volunteer help. See the BLAST for information.
 - Art offered cards up front with information and contacts. There will be a VIP tent with a UCBMA booth for multiple members to use.
- April proposed Sponsorships: The budget for 2019 is \$20k.
 - StarShine Hospice Amateur Cornhole Classic. June 8th. \$500, \$1500 or \$3000. Members voted on the amount and they were awarded \$3,000.
 - Chuck spoke about StarShine: They are in need of silent auction items and players for this event. Registration starts at 11:30 and cornhole starts at 1:00 with elimination tournament ending around 3:00p. The children and young adults are all terminally ill, we help create memories for the families, and all money raised goes to StarShine’s bottom line.
- April proposed Grant Requests: No more than \$1000 can be granted as a total in a month. The budget for 2019 for grants will be \$9k. (we are at \$500 YTD).
 - We have no grant requests for April
- March approved Grants:
 - Peaches Bully Rescue (Dog Rescue). 5.13.19 \$500
- Other business:
 - May’s Meeting at the Muhlhauser Barn is an opportunity that allows members to “market” what they do for \$100. Jill Cates & Luran McHaffie with Easter Seals have signed up along with Gage Hemmelgarn of Edward Jones and Lynda O’Connor with C3 Caring Community Collaborative to host this meeting. Each host will be given 10-15 minutes to speak about their organization.
 - Colleen has proposed creating a UCBMA Marketing Brochure for \$105. The Executive Team approved a tri-fold that will include: our history, what we do, goals, events and leadership. Thank you, Colleen.
- Thanks for those who are donating to tonight’s meeting raffle:
 - Larry Shideler-\$20 Wendy’s Gift Card- won by Janie Cochran

- Ron Koons-3 Mickey Disney Collection necklaces- won by Terry Metzler, Andy Murphy, and Todd Fowler
- Jack Kohler-3 Days of Doggie Day Care at American Bark Park- won by Steve Erosky
- Teresa Nichols-\$10 Target Gift Card- won by Melinda Zemper

We appreciate all the items given each month.

- Introduction of new UCBMA Members and guests:
 - Mack Slocum of Legal Shield
 - Terry Metzler of Healthwise
 - Todd Fowler of Butler County Connect
 - Jean Omlor of Business and Executive Coaching
 - Kent Smith of State Farm Insurance
- NEWS from our EXISTING members:
 - Shane McRoy- UNO'S -Kids eat Free on Tuesdays and Seniors 55 and older get a 30% discount on Wednesdays. There is a call ahead seating option to add your name to the wait list.
 - Shane McRoy- Taco Bell's new loaded Nacho Taco is only \$1 and offered in the \$5 box with seasoned red chips. Watermelon Freeze is back! Now hiring for our new Maineville location to open in May and at all CTI Taco Bell locations. 16 and older may apply. Shane offered to play the video of their Manager winner last month after the meeting.
 - Kerry Hendel thanked everyone for their support while job searching. She is now working for RMS Energy out of her home as a Marketing Manager.
 - Jenny Phillips of GIVE HOPE announced the 4th Annual Taste of Summer on Saturday June 8th 5-11. Flyers on tables. If interested in help with set up or clean up please contact the event page on Facebook. Also, Taco Bells have a "rounding up" fundraiser at registers for GIVE HOPE.
 - Art Matthews of BBQ Fest reminded members that there is no cover charge to enter. Great Headliner bands, bring your chair, appetite, and friends.
 - Brent Cullen is no longer a just a Chiropractor, he now is Project Manager for MN8 LumAware.
 - Sheryl Tischer of Juice Plus announced a Lunch and Learn event on April 25th.
 - Melinda Zemper of Oak Tree Communications has 2 events coming up that need corporate sponsorship.
 - Howard Curtis of Telhio Credit Union announced free money with deposits.
 - Terry Nichols of Reveal Marketing offered to members to list their organization event when given a 2 week notice.

See you next month for our May 13th meeting at Muhlhauser Barn. Please bring any prospective members & your drawing donations.