

New Year 2025 Board Meeting Agenda - January 16th

In Attendance:

Matt

Melaney

Jane

Tom

Christie

Absent: Jennifer

Vote on December Meeting Minutes: 12/2024 agenda approved unanimously

MAIN TASKS TO COMPLETE IN 156 MIN: BUDGET APPROVAL, CALENDAR of EVENTS, MEMBERSHIP RENEWAL/DRIVE, NEWSLETTER ADS

12 min (ALL)

Mission/Vision review: How are we doing?

Are we still working towards the same mission/values?

Does it need updates, changes?

Neighborhood interests- helping grow its identity : space, raise visibility of neighborhood. Want engagement

Target Strategic people- make hubs persons: iron fireman, Holgate Business park,

Mission statement- are businesses thriving? Networking, revenue

Vision _____

12 min (ALL)

Membership Report:

- **We need to work on renewals, see last page for updated list**
- Prospects? New businesses: Caretta Carts, GoodBar
- How can we build membership to meet goals, Membership Renewal Drive?
- Address what is offered at each membership level again?
- **Need to refine**
 - Add 'event at business location' for 300 level
 - Add "host monthly meetups" Factory tour for 300 level
 - Drop social media sharing at 100 level

8 min (MATT)

Website Report: Updates, Additions/Corrections

- Add approved **Board Meeting Minutes** to a tab?
- Google Workspace/EMAIL update?

Recommend Member login at top of page

Recommend Google workspace cost \$6/mo (@greaterbrooklynba.com instead of @gmail.com)

18 min (ALL)

Marketing Update: Social Media, mailchimp emails, marketing of monthly networking and events

- Mailchimp Emails - monthly networking events, other special events
- Social Media - share our events and member businesses
- Happy New Year - full annual meeting/events schedule?
- **GBBA EDDM postcard?**
- **New membership flyer?**
- **EMAIL marketing system review** - Mailchimp VS Kit.com
KIT is solid, and free/cheap. Easier to use than mailchimp.
-
- **ReBranding Project for 2025** - Marketing/Branding of the GBBA- Logo design, flyers, banners, need to find a local graphic designer
Venture Portland has rebranding grants to apply for
Improve visibility and branding of our space
Deliverables and scope need to be clearly defined.

Christie- come up w defining adjective of GBBA good associations and positive vibes of

Brooklyn is an edgy heart-strong neighborhood, a collection of weirdos. Mix of young and old.
Transient, new and 50 year residents.

5 min (CHRISTIE)

Upcoming meeting/events:

- **Feb and March meetings** - Brooklyn Market Co-op and Table Tennis Club have both expressed interest. Christie will confirm with them which month they want to host.
- April Meeting location ideas?
- May - Annual Membership Meeting

Feb 7 AM meeting- TBA Christie

March 5 PM meeting- TBA christie

April AM

May 7 (wednesday) Annual meeting 6-8pm

June AM

July PM

12:33pm LUNCH ORDER

Heckmann and Thiemann annual membership meeting combined with mural Dedication.
Annual meeting- Steve Novak, Angelina, Tiffany district 3 counselors. Rob Nosse State Rep
Keynote speaker
Multco county chair
Mayor
Other guests- Urban Alchemy?

Melany to contact city counselors
Food/drink donations

5 min (MELANEY)

Venture Portland News: upcoming events

- January 22 – Lunch & Learn: Business District Membership Campaigns

5 min (JANE)

Treasurer Report: For the past month: deposits and checks paid, total balances

Greater Brooklyn Business Association				
Expense and Income for December, 2024				
Beginning Balance				\$5,095.91
Expenses:	Center Street Digital		\$87.30	
	UPS – New Signs		\$64.00	
		Sub - Total	<\$151.30>	
Income	Memberships / Stripe (2 @ \$96.80)			
	(1 @ \$291.00)			
		Sub - Total	\$486.80	
Ending Balance				\$5,429.21
GBBA Business Account US National Bank 1-536 0175 8037				
Jane Schue, GBBA Treasurer				

Change format to email @gbba in body of email instead of PDF attach

18 min (ALL)

3 community partner slots. One is filled.

Pitch-

We need two.

Starting at \$750.

BUDGET CONVERSATION AND VOTE TO APPROVE

- Last year [GBBA 2024 Budget.docx](#)
- This year [GBBA Budget 2025](#)

BUDGET APPROVED with edits

New Business

12 min (CHRISTIE/JANE/MELANEY)

RENEWAL OF BROOKLYN NEWSLETTER ADS - Additional ad page approved by BAC. Price will remain \$200 for 1/10 page. Adding potential 5 double ads for \$300 each or additional 1/10 ads as desired. We can use one "ad" to advertise open/available ad space. Additional blank page to be filled by BAC/GBBA collaboration with a business focus.

Unhappy with current weekly BAC email- we get no recognition

BAC newsletter will have 2 pager business related content in collaboration with GBBA. It is an insert.

We have control of what businesses are in this two pager

Deadline for ad space is Feb 7

Check \$200 or venmo \$205 to BAC Pay up now

Keep one spot blank for business event

Ad space is flexible depending on demand

12 min (ALL)

GRANTS to Apply for/PROJECTS to be involved with in 2025 - ideas, timelines? BBQ, ReBranding, etc

28 min (ALL)

CALENDAR OF EVENTS FOR THE YEAR

- Annual Meeting in May
 - Where?
 - Food/Drink?
 - Content? Activity?
 - Board Elections
 - Member comments/desires/reviews/survey
 - Local Resources?
- BEST OF BROOKLYN BBQ w/FOBP Thursday July 24 6-8pm
 - Food/Drink **Retrolicious**
second food option
Vegan, or dessert Ice cream/bubble tea

Need to pull an accessory permit with food via FOBP

Shelve to planning in March

- Entertainment -christie has music sorted. Balloon guy. Olive/dingo. But we need more adult stuff, not just for kids. Grilled by bike?
- Member Booths
- Community Resources

- Blood Drives - FEB/OCT **Thurs Feb 13?**
- FOBP Gala - how could we support? Table, donations, etc
- Food Drives - April/November
- Membership Drive
- Holiday Passport/Gift Guide **HOW TO MAKE This happen? NOV 1 release Oct 1 deadline August production work**
 - Passport?
 - Raffle
 - Donation Drive
- Other events/ideas?

NOVEMBER DECEMBER set up time for GBBA annual retreat

Neighborhood Events

FOBP Rummage Sale
 FOBP Winter Gala/Raffle
 BAC Ice Cream Social
 Guest Speakers - Economics, Business Topics
 BAC Dumpster Clean Up
 BAC Volunteer Event
 BAC Movie Night - Aladdin/Park
 BAC Egg Hunt
 BAC Pub Crawl
 BAC Socktober
 Portland Marathon
 Food Drives for Grocery for Grout
 Brooklyn Santa and Sing Along

Potential GBBA Events?

"Factory" Tours?
 Member Spotlight events
 Geek Week Sept 5th-14th

8 min (ALL)

Officer Commitment of Roles:

- **President**, create and distribute agendas, provide reminders to board of their list of to-do's, and make sure the GBBA stays on track with goals. Make sure all tasks are completed appropriately.
- **Vice President**, back up to President. Member events and general marketing help.
- **Secretary**, take meeting minutes, upload to Google Drive after meeting. Ensure all members review minutes and make sure they are approved at the following meeting.
- **Treasurer**, provide a monthly review of expenses and income to the board. Send each bank statement as well as monthly spend/income to Google Drive/Gmail.

- **Membership**, review current members and keep count, make sure their website listing is active and they are fully paid. Keep a list of prospects for membership and reach out to meeting attendees to join.
- **Marketing**, send emails for monthly networking and other events/news, social media (FB and Insta), and create event marketing posters. Work with Brand/Logo to maintain a cohesive look and feel. Help populate the website with current info/member info.

5 min (ALL)

Melaney/President:

Build the Board - who can we recruit?

Send a NEW YEAR Welcome letter for members.

HAPPY NEW YEAR GBBA MEMBERS!

First, I want to personally THANK YOU for supporting the GBBA in 2023! The entire board and I are so grateful that you joined us and have chosen to be a larger part of the Brooklyn community.

We are all looking forward to a great 2024 full of exciting events, supporting you and the Greater Brooklyn business community, and advocating for you and all our members on important issues and concerns. We would love to see you at our monthly networking events and at our annual Membership meeting in May. We'd also love to have feedback about how we are doing and are always happy to hear suggestions from you on how we can support you best. Remember we are still building and have limited capabilities at this time but are eager to help as much as possible.

Please reach out directly if you have any questions or concerns that you would like to share with us at the GBBA. I have direct links to many helpful community resources that I am glad to share with you. I am also always happy to connect anytime over a beverage of your choice at one of our wonderful establishments in the Brooklyn area one on one.

Our next meetup is on Feb 2nd at 9am at Security Signs at 2424 SE Holgate.

Now, how can we be of help to your business in 2024 and beyond?

Melaney Dittler
President
Greater Brooklyn Business Assoc
Cell - 971-570-2821

8 min (ALL)

EXPIRED MEMBERS -

Rose City Coffee- 750 Christie
Hip Chicks do Wine - 300 Melaney
Maker Mayhem PDX -? Melaney
Signed, Sealed - PDX - 100
Bridge City Properties LLC - 300 Jane
Stonebarn Brandyworks - 300
GMS Media and Advertising - 100
NAYO Creative Productions, LLC - 300 Melaney
Rainy Days Tavern - ? 100 Melaney

Trackers Earth - 300

The Chomp - 100

Crescent City Creations - 100

503 Distilling -300 Melaney

Bullseye Glass- 300 Melaney

FREE Memberships Expired:

William Marie Wines - ? Melaney

Artichoke Music

Footprints Cleaning

Charcuterie Me - 11/29 - ? Melaney