



BRBA Membership Minutes - Sept 25, 2014

In attendance:

- Cory Bryant, Kevin Panter Ins
- Sarah Auman, Out of the Blue
- Anne Merkal, Ariela Group
- Ryan Sullivan, Owl's Nest
- Dena Martin, Smooth Sailing Bookkeeping
- Lynda Thompson, L&L Beanery
- Elaine Owen, Fannin Sentinel
- Nichole Potzauf, BRMAA
- Cindy Trimble, Design Refind
- Three guest speakers

Previous meeting minutes approved

Treasurer: Bank balance = \$23,627.95; September invoicing was sent out; Many August invoices remained unpaid, some were board members and others were life-long members, so Dena believes that there might have been a problem causing most of the invoices to not be sent, all were notified. \$1680 in receivables; We received \$2500 from the Chamber for "Marketing Co-Op" specifically for the shopping guide, that brought the 2014 shopping guide out of the red with a \$710.30 profit.

Blue Friday: Sonja will set-up the carolers (probably the barbershop quarter from previous years). Holiday music will be piped in all down the street through the speaker system.

Light Up Blue Ridge: Lynda deposited \$25,000 collected so far towards the tree. The tree supplier was so impressed that we were able to raise so much money so fast, that he's offered to throw in a big bonus feature that Lynda will not disclose until the big day. \$1700 was raised by Cindy Trimble through her email blast, those funds are being set aside for main event expenses. Additional tree money

continues to come in and Lynda expects to reach our goal. The reindeer are not available this year, but we will have horses decorated with sleigh bells.

Safe Zone: Ryan Sullivan is heading up this event for 2014. In lieu of asking businesses for costume contest prize donations, Nichole Potzauf and Cindy Trimble suggested spending \$100 to make gift baskets for each winner. He also needs volunteers.

Fire & Ice: Cory Bryant is heading up this event for 2014. Cilla Cipolla is helping him. Dena Martin volunteered to help with awards and judges. They have been meeting and are revising documents for chili vendors. Dena recommended we add in a separate clause with a line for an initial stating that if they break any of the aforementioned rules, they will not be allowed to return. The event happens on Valentines Day, so Cory is working with the Theater to bring in romantic couples from history.

New Business: Nichole Potzauf from The Arts Center reminded us that she would like to arrange discounts with downtown businesses for people who attend the Spring Arts in the Park and wear the official wrist band in to their store. She also said that any new home owner in Blue Ridge automatically qualifies for one free year of membership in The Arts Center. They also have referral discounts and business level memberships. Cindy asked her to send us a list of all their membership levels and discount programs. Dena suggested we do a group discount - ie: 10% off each if you join the BRBA, The Arts Center and the Community Theater all at the same time. Everyone agreed that was a great idea.

Next month's meeting - Business Crawl: Locations to be determined.