

Minutes for April 12, 2011 NFACA meeting

Roll Call: Lara Reibold, Shawn Donley, Rick Kerlin, Rick Zamecnik, Jack Haney, Betty Gwara, Denny Valot, Robert Gansler Jr, Rick Wiesner, Carol Sole, Chad Wratenic

Meeting Called to Order: 12:16pm

Member information: There is a sign opening however sign is full. New member Associates for Insurance Solutions – Lara motioned with second by Carol to accept as members. Approved

Guests – none

Approval of Minutes of Mar meeting: Motion by Robert with second by Rick W., Approved

Correspondence – 9/16 from 9-4 there will be a shredder available at the Newton Township Hall to shred documents anyone wants to bring.

Financial Report: tabled

Old Business –NOACC is in process. Proclamation being presented to David Wilson at next board meeting. Audit – everything was good – no discrepancies.

New Business: Reminder that membership and sign renewals are coming up. Shawn spoke about membership benefits. Once NAOCC membership is complete will set up for a rep to come out and present information at a meeting. Looking at how can we help each other. An example being Cortland Computer is willing to offer a discount to members. Asked are you willing to offer something to other members? Asked – how do we get this working? Goals of membership changes for this year are to increase benefits, membership and participation. Want to increase web presence and communications. Redo the website to feature and promote Newton Falls in a positive fashion, feature and promote businesses and have information that engages and entices visitors. Establish official NFACA facebook and twitter pages. Offer assistance and training to members who want to increase their web presence. Would like to have a business directory of all Newton Falls businesses but offer members a full profile page. List things like recreation, history and future plans. Have a news feed. A place where members can post ads or coupons or promoting information. Also offer a badge so to speak, proud member of NFACA on each person's site. This lead to the following discussion – Shawn's membership is a trade for service for the web hosting fees. This redesign will take some considerable time that he would donate but he does not have it right now. He has to sub contract designers to assist if the group wants to move in this direction. Rick motioned to move forward in this direction with a cap on costs of \$1000.00. Carol seconded. Approved
Also discussed when a new brochure is done have it be about Newton Falls with an insert listing members. Less costly and easier to change as we add or lose members.

City Manager Handout – Special thank you to the businesses that assisted or offered assistance to the workers and responders for the recent train derailment The Willow Glen Project has began. The Law Director is reviewing legislation regarding contractor registration in the city. ODOT has stated that final plans for the street project will be completed in 2011 with the project starting in 2012. Estimates have been received and repairs will be done on the back steps of the municipal building. July 4th committee is looking for volunteers for this year's festivities.

Communications – Rick spoke of sign issues- there is no more that can be done about or with the current sign situation. Falls Home Remodeling is offering to buy the yellow sign for the cost the membership paid for it. They want to make something more permanent. This cannot be used for business advertisements but can be used to relay information to the community about events. Rick Z motioned to let Falls Home Remodeling buy the sign. Lara seconded. Approved. City Manager said their goal is to have an electronic community sign however the cost is 15-22 thousand. Rick Z said the July 4th committee is selling tickets for 10.00. There are several prizes. \$5000.00 cash, 46" hdtv, I pad, laptop, x box 360 with kinect and a kindle. Also looking for sponsors for the parade and banner.

Next meeting is May 10th at Roby Lees at noon

Adjournment at 1:06 pm motion by Carol