

Chamber News

**December 1, 2007**

*Karen Wintrow, Editor*

### MEETING AGENDA December 13, 2007

**Bryan Center A&B**  
Yellow Springs

- 9:00 a.m.** Call to Order
- Introductions
  - Announcements
  - Board Report
  - Staff Report
  - Marketing Committee Report
  - Adiourn

Happy Holidays

From the Chamber

**Web:** [YellowSpringsOhio.org](http://YellowSpringsOhio.org)  
**E-mail:** [info@yschamber.org](mailto:info@yschamber.org)  
**Phone:** 937.767.2686

### Business after Hours

**December 20, 5:30-7:30pm**  
**See Spot Run** in King's Yard  
Dogs & their Owners Welcome

### BOARD OF DIRECTORS

*President*  
**Ellen Hoover**  
*Vice President*  
**Jacki Mayer**  
*Secretary*  
**Elisabeth DeForest**  
*Treasurer*  
**Sherryl Kostic**  
*At-Large Directors*  
**Greg Carlson**  
**Mark Crockett**  
**Terre Pope**  
**Lynda Sirk**  
**Dan Young**  
  
**Karen Wintrow**  
Chamber Coordinator

## YEAR-LONG MARKETING PLAN

The Chamber, with the support of the business and non-profit community has had great success in the past few years in putting together ad hoc advertising campaigns to promote the Yellow Springs' area and events.

The Marketing Committee wants to build on this success as well as increase the effectiveness and efficiency of these group efforts by creating a **Year-long Marketing Plan** focused on developing the Yellow Springs area as a destination by building awareness of all we have to offer visitors.

The Plan will consist of strategically chosen advertising venues to promote events, businesses and organizations on a regular basis to create "top of mind" awareness. It will feature a wider reach to desirable regional markets like Columbus and Cincinnati and targeting consumers that we know are drawn to Yellow Springs such as art lovers, bikers, & nature enthusiasts to name just a few. We will continue to focus on the use of the new CIP logo and "Find Yourself Here" message.

The main feature of the Plan is a **Pooled Fund**, collected monthly, which will be used to pay for the advertising campaign developed by the Marketing Committee. Our goal is to have a total participation level of \$40,000. The

pooling of funds allows us to provide a comprehensive campaign that no single business could afford alone.

To allow for all budgets and needs, we have created levels of participation from \$25/month to \$850/month. The level relates to the number of mentions each participant will receive for the course of the campaign.

The second key feature of the plan is quarterly **Educational Seminars** on topics like event collaboration, branding, customer service and data collection for assessment purposes.

The final feature of the plan addresses **Information Access** to provide better access to web and printed information and coordination of way-finding efforts for visitors.

The Yellow Springs Chamber of Commerce will administer the plan. The Marketing Committee will seek professional advice and solicit feedback from participants to ensure the best use of funds. The Committee meets regularly and all meetings are open to all who want to attend.

Participants in the Yellow Springs Marketing Plan are required to be Chamber members.

We hope all of our members will take advantage of this exciting Year-Long Marketing Plan.

## Friday Fling in the Springs - 12/21

A Marketing Subcommittee is proposing **Third Friday Fling in the Springs**, monthly events with late evening shopping, activities and entertainment. The name is inclusive of all businesses, not just galleries or shops.

The goal of the event is to highlight Yellow Springs as a regional destination, promote Yellow Springs as a cultural hub of music, arts and cuisine and provide an opportunity for locals to enjoy the many amenities of living in Yellow Springs in a casual after work setting.

The kick off event will be **Dec. 21** to offer last minute holiday shopping & fun. This will be the test run; with sufficient support, it will continue for all of 2008.

One unique idea being considered is for each month to be organized around a theme such as romance, health, art, music, etc. thereby allowing a myriad of businesses, organizations and individuals to be featured and involved in planning the Flings.

Friday Flings will provide a monthly opportunity to focus village advertising on specific events & business segments. Advertising will include key markets such as Columbus, Urbana, Springfield, Dayton and Northern Cincinnati.

The Chamber is encouraging patience as the Flings gain awareness as it is likely to take several months to build traffic for the Third Friday events.



YELLOW SPRINGS CHAMBER OF COMMERCE

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# CHAMBER NEWS

December 1, 2007

## SPECIAL THANKS

To Mark Alexander of 2 Clowns Mowing for his donation for holiday decorations, Kathy McLemore of Downing's Hardware for coordinating the holiday decoration orders and donating some wonderful items and Jackson, Lytle, Williams for giving over their corner to a feature holiday display.

*Thank You!*

## Holiday in the Village

The Holiday in the Village advertising campaign is in full swing with several ads in the Dayton Daily News and Dayton City Paper. With many ads yet to run, you are still encouraged to participate, especially in promoting special events with the ads.

Thanks to the efforts of Lisa Hunt, Sherryl Kostic, Talitha Green, Lucas Donnell and Karen Wintrow decorations were installed at the Jackson, Lytle, Williams Funeral Home, 100 Corry & Train Station.

There is no such thing as too many decorations so please continue to decorate your shops, businesses and homes so that visitors feel welcome and excited to share the holidays with us.

To give shoppers extra time to do their shopping here, we are hosting the **Holiday Friday Fling in the Springs** on December 21. We ask shops to stay open late (9p) & provide refreshments to offer a special shopping experience.

## Calendar of Events

12/1 - 2 **Holiday in the Village**

10 am-7 pm Saturday, 12 pm - 5 pm Sunday

12/1 -2 **Claws for Celebration** @ See Spot Run  
*Pictures with Santa & your dog.*

12/1 - 2 **John Bryan Holiday Pottery Sale**  
Sa 10a-7p; Su 12-5p;

12/9 **Community Chorus Concert**  
Presbyterian Church 7:30p

12/7 **Open House & Quilt Display**  
Wellness Center; 716 Xenia, 6-8p

12/8 - 9 **YSHS School Forest Festival**  
Bryan Park Rd. Sa. 9a-3p, Su 9a-1p.

12/14 - 15 **Medieval Mystery Plays**  
Presbyterian Church 8:00p

12/20 **Business After Hours** @ See Spot Run  
*Bring your dog & enjoy the holiday festivities.*

12/21 **Friday Fling in the Springs**  
*Shops open for last minute holiday shopping.*

## Business after Hours

A big THANK YOU to Jeanie Marshall of McGohan Brabender and Pat Williams of Hunter Consulting who hosted the November meeting to discuss the many benefits of your Chamber membership including health and dental benefits and reduced Worker's Compensation rates.

The next Business After Hours is hosted by Cathy Christian and Joanne McKee at See Spot Run in King's Yard. This is a purely fun event and as always at See Spot Run, your (well-behaved) dog is welcome. Please join us for this special Holiday celebration with your fellow Chamber members.

## Member News Welcome New Members

**Dave Boyer** 767.1245

*Financial Consultant*

**Gilford General Contractors**

Les Gilford 767.8293 *Construction & Building Maintenance*

**2 Clowns Mowing** 767.7728

Mark Alexander

*Lawn Care, Snow Removal*

## Renewing Members

Antioch College, Barb Boettcher,

Bentino's, Curves, Downing's

Hardware, Emporium, Ertel

Publishing, Fred Bartenstein,

Humanist Center Massage,

Garfield Logistics, Global Gallery,

Pamela Funderburg, Springs Motel.

Tom's Market, Town Drug, YSKP,

Better Images Photo Studio

Yellow Springs Chamber of Commerce

101 Dayton St.

Yellow Springs, OH 45387



## Next Meeting

December 13, 2007

9:00 a.m.

**Bryan Center A&B**