

Editor: Karen Wintrow

February 1, 2007

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101 Dayton St.

2007
February
8

February 8, 2007

Bryan Center A & B
Yellow Springs

9:00 a.m. Call to Order

- ⊖ Introductions
- ⊖ Announcements
- ⊖ Treasurer's Report
- ⊖ Staff Report
- ⊖ Committee Reports
- ⊖ Community Forum Summary

Meet Our New Board Members

Please welcome the following new members to our Board.

GREG CARLSON

Operations Manager for The Antioch Company with broad training and experience in engineering and business administration.

MARK CROCKETT

Artist, craftsman and owner of Ritz Caz Jewelry Studio. Miami Township Trustee, member of many organizations in the community.

ELISABETH DE FOREST

HR Administrative Assistant, VP Stewardship; Administrative Assistant to VP and CFO, and VP of Corporate Communications, YSI Inc.

SHERRYL KOSTIC

Downtown merchant, owner of "would you, could you" In A Frame, long-term resident and continuing member of the Board of Directors.

TERRE POPE

Downtown merchant, manager of Global Gallery. Experienced in retail and marketing specializing in reviving struggling operations and new store start-ups.

LYNDA SIRK

Director of Communications & Public Relations, Office of The President, Antioch College. Public Relations/Communications Professional with strong marketing skills.

DAN YOUNG

CEO Young's Dairy and affiliated operations. Strong marketing and administrative skills. Active in several regional and community organizations including Community Resources.

Chamber Information

Website

www.yellowspringsohio.org

E-mail

info@yschamber.org

Phone

937.767.2686

Executive Committee

President

Karen Wintrow

Vice President

Ellen Hoover

Secretary

Elisabeth DeForest

Treasurer

Jeff Singleton

At-Large Directors

Greg Carlson

Mark Crockett

Sherryl Kostic

Jacki Mayer

Terre Pope

Lynda Sirk

Dan Young

Adrienne Chesire
Chamber Coordinator

A Few Words from the Board

The new Board held a Retreat at Young's Corporate Headquarters on January 29 expertly facilitated by Chamber member Fred Bartenstein. All eleven board members gave 4 hours of their time to review what the Chamber accomplished in 2006 and what goals in 2007 will most effectively address our mission as stated below.

The mission of the Yellow Springs Chamber of Commerce is to promote economic development and maintain and improve the prosperity of its member businesses and organizations, thereby improving the quality of life in the Yellow Springs area community.

We left the meeting agreeing on six areas of focus for 2007 including Funding, Staffing, Website, Events, Membership and Economic Development. New officers were elected at the Retreat but the depth of information discussed made it necessary to delay the identification of committee liaisons until our February 5 Board meeting.

One of the commitments made by the Board at the retreat was the need to ramp up committee involvement in the Chamber so that together we can accomplish more for our members and the entire community.

Out of the Box Marketing

Keep three things in mind when you approach out of the box marketing.

1. **Strategy** – Find at least 1 effective way to reach your potential customer. Try 3 different ways to market your business and see which one works best. You could use radio, print, direct mail. either at the same time or one after the other. Track your success on each. Pick 1 or all methods, if they work and show promising returns.
2. **Symbiosis** – partner with businesses that share a common goal to get your message out. If you have a restaurant, partner with a movie theater or performance venue. If you sell jewelry, partner with a florist. Cut your cost and increase your impact on potential customers. Look for opportunities to partner on destination marketing.
3. **Synergy** – Use the energy and buzz you create around your business to fuel creativity among your business peers. The only way to build a destination for customers is to create excitement and a reason for them to come. In a unique destination setting like Yellow Springs this could easily exist. All we need to do is work together!

-Jon Castonguay, WYSO

Calendar of Events

Annual Meeting

The Annual Meeting was a great success with over 50 attendees and many new faces. Two excellent videos were shown and the Annual Report was presented. For copies, contact Adrienne.

We'd like to thank these members for donating door prizes: YSI, Global Gallery, Millworks, Young's Dairy, Antioch Company, WYSO, Antioch College, YS Chamber, Jeff Singleton & Community Information Project. If we've missed someone, we're sorry.

WYSO Silent Auction & Wine Tasting from The Winds

Antioch Inn
February 3; 6:00 p.m. – 9:00 p.m.

Business After Hours
Rita Caz Jewelry Studio
February 15; 5:30 p.m. – 7:30 p.m.

President's Day
February 19

St. Patrick's Day
March 17

Antioch College introduces the Coretta Scott King Center
March 27

Antioch College Graduation
April 29

Business After Hours

A big THANK YOU to Jacki Mayer and Jon Castonguay from WYSO for hosting in January. In addition to wine & treats from Peaches, Jon shared some thoughts on marketing summarized above.

We will be joining new Board member Mark Crocket, at **Rita Caz Jewelry Studio** for Business After Hours on February 15 from 5:30 to 7:30. Please join us to visit this beautiful shop, learn about his business & enjoy a relaxed time visiting with members.

Yellow Springs Chamber of Commerce
101 Dayton St.
Yellow Springs, OH 45387



Next Meeting

February 8, 2006
9:00 a.m.
Bryan Center A & B