



YELLOW SPRINGS CHAMBER OF COMMERCE
101 DAYTON ST., YELLOW SPRINGS, OH 45387

937.767.2686
FAX 937.767.7876

Yellow Springs Chamber of Commerce

Chamber News

Chamber News

October 1, 2007

Karen Wintrow, Editor

MEETING AGENDA

October 11, 2007

Bryan Center A&B
Yellow Springs

9:00 a.m. Call to Order

- Introductions
- Announcements
- Board Reports
- Staff Report
- Committee Reports
- Adjourn

Web: yellowspringsohio.org
E-mail: info@yschamber.org
Phone: 937.767.2686

Business after Hours

October 18
5:30-7:30pm
Children's Center
320 Corry St.

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

OCTOBER ARTS WEEKEND

The weekend of October 19, 20 & 21 will be a busy one in Yellow Springs. Friday evening is the Art Stroll downtown always scheduled the week after Street Fair.

We hope businesses will be participating by staying open until 9:00 and offering something special to your guests. It would be wonderful, but not necessary, to feature a special art exhibit in recognition of the arts focus of the evening. The Chamber feels that simply staying open late on Friday evening is a bonus and applaud our businesses for being willing to work extra long hours.

The Artist Studio Tour on Saturday & Sunday this year brings art lovers to town as they visit the wonderful studios of our talented artists. The beautiful flyers are full of ads for Yellow Springs businesses and list the amenities & activities in the Village.

What to expect in 2008

Lisa Goldberg, an organizer of the Artist Studio Tour has announced that next year there will only be one Studio Tour on the 3rd weekend in October to allow for the marketing energies and funds to be focused on a singular event.

With the Art Stroll scheduled on Friday and other fall events around the area, this presents a great opportunity to market the 3rd weekend in October as a weekend destination to art lovers as well as people just looking for a beautiful place to spend a fall weekend.

As always, working together brings greater opportunities and rewards to the community.

HOLIDAY IN THE VILLAGE

The Chamber Marketing Committee is working hard to plan a fun and festive Holiday Season. Please fill out the questionnaire being circulated by HITV Committee Chair Sherryl Kostic detailing what your plans are for events and decorations for the holiday season. The kick-off will be the weekend of November 17. Remember, there is no such thing as too many decorations.

WYSO Campaign

Spots have begun running on WYSO. There will be 68 spots featuring Street Fair and participating businesses running until October 13. After that, promotion of Holiday in the Village will begin.

This is a year-long top of mind and branding program that will provide a consistent Yellow Springs message to WYSO listeners, an identified target market for our local businesses.

Yellow Springs in the News

Several articles have been written lately about visiting Yellow Springs and from my view being at the Train Station almost every day, I can attest to the impact these articles have on bringing visitors to town.

A summer issue of Cincinnati Magazine had an article titled "intersection - Yellow Springs - Dayton St. & Xenia Ave. The first line of the article was "It's no secret that culturally, Yellow Springs stands on its own in Ohio." The article went on to focus on a few of our businesses and Art on the Lawn.

The fall issue of Over the Back Fence listed Yellow Springs as one of 7 Great College Towns. In their Point of Pride Awards, Young's Jersey Dairy won the distinction for being the "Place to Take Toddlers".

Finally, in Midwest Living, in their June publication, Yellow Springs was identified in their list of "100 Best Small-Town Getaways." There was even a follow up reference in August via a letter from a woman who had visited 70 of the 100 and put Yellow Springs as a top 3 favorite.

This kind of public relations is invaluable to a community because it is free and coming from an unbiased and expert source. It is important that we do all we can to broadcast the special story of Yellow Springs and all of the events, activities and amenities that make us worth a visit for a day a week or a lifetime. Keep the Chamber office posted on your events so we can work together to promote them.

THANKS TO GOLF OUTING PRIZE DONORS

Thanks to the following businesses for their generosity: Antioch College, Antioch Company, Dark Star Books, Ellen Hoover, Ertel Publishing, Global Gallery, Springs Motel, Tom's Market, WesBanco, WYSO and YSI.

BENEFITS OF CHAMBER MEMBERSHIP

At the Business After Hours on November 15, you will learn about the Worker's Compensation and Insurance benefits available to our Chamber members. The meeting will be held in the Senior Center from 5:30-7:30.

Street Fair - October 13

Plans are on track for Street Fair. We've had tremendous response and all booth spaces are filled. Some exciting news is that the Aerial Angels will be making an appearance again; they're usually only able to join us in June so this is a pleasant surprise. The layout of Street Fair will be modified slightly to prevent the congestion that occurred at their performance venue in June. We're also working with Rumpke and Village Staff to ensure that the trash receptacles are emptied before they overflow into the streets.

Calendar of Events

New Members Please Welcome:

Keen Coaching and Consulting
Jim Keen *Coaching to leaders, executives & professionals; Program Evaluation*

Renewing Members:

**Tecumseh Land Trust
Bushworks**

Please encourage your friends and fellow business owners to join the Chamber. Your Chamber membership brings opportunities for reduced Worker's Compensation rates, Health Insurance and savings from Office Depot.

10/12-14 & 10/19-21 - **The Sacred Fire**
Fri & Sat 8p, Sun 3p Antioch Area Theater

10/13 - **Yellow Springs Street Fair** 9a-6p

10/19 - **Downtown Art Stroll** 6-10 pm

10/20 - **Artists Studio Tour** 11a - 6p

10/26-28 - **4th Annual Peak Oil Conference**

11/17-18 **Glen Helen Nature Arts & Crafts**
9 am-5 pm Saturday, 11 am - 5 pm Sunday

11/24 **Kid's Shopping in the Yard**
5 pm-8 pm Friday in King's Yard.

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.

Special Holiday Events throughout the season.

Business after Hours

Young's Udders & Putters was a rousing success. YSI was a force to be reckoned with, bringing 5 teams one of which took Lowest Team Score honors with the help of Lowest Individual Score winner Darla Previs. Fun was had by all.

Please join us for the October Business After Hours hosted by Marlin Newell and the rest of the gang at the Community Children's Center. This will be a wonderful opportunity for Chamber members to tour the facility and meet the individuals involved with one of our finest institutions.

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