

Home Based Business Expo Committee  
Meeting Minutes  
1/27/11

Members present: Brian Kirmse, Brittney Sones, Missy Bonderer  
Members absent: Tammy Miller, Jana Stogsdill

Discussion resulted in the following detail:

Event Date/Time: Saturday, November 5, 2011 from 10-4 pm at the Ashland Optimist Building.

Designate Boone County Journal as a corporate sponsor with the Chamber of Commerce for the event. Advertise as such. (Bruce has agreed to this)

Price of Booth: \$50 for new participants as their 2012 chamber member dues; \$50 for existing chamber members, which would be their chamber renewal fee for 2012 chamber dues.

Booth size: 8' x 8' with one table provided by HBB. These will be taped off and they can bring other display surfaces from home to fill the space.

Silent Auction – request vendors to provide at least one item(s) for the silent auction. HBB will solicit other chamber members for silent auction offerings. Need to discuss donation options (consider donating to Optimist since they provide the building free of charge)

Door prizes – this will be up to the vendor at their individual booths.

Concessions – not considered necessary. If needed, discuss need for courtesy drinks/snacks for vendors during event.

Advertising venue discussion:

1. Sandwich board advertising at 3 sites: Main/Broadway; Main/Henry Clay; Hwy 63/Broadway – Brian to explore
2. 'Save the Date' postcard development to be mailed out by April 1 – Tammy to explore
3. Facebook & Website development/presence – showcase vendors, booth fees/sizes, registration process, benefits of participation and calendar/timetable – Jana/Bruce to explore
4. Community calendars/idea folders/media outlets – Brittney to explore
5. Press releases – Brittney/Bruce to explore
6. Flyers/Local Print advertising – need to print to put in local business, send to new chamber members during membership drive. Discuss insert for vendor recruitment only. Missy/Brian/Bruce/Tammy to explore
7. HBB business profiling – prepare profile format and include in BCJ for vendors participating. Profile to appear in BCJ in new "Chamber Corner".

Registration process/vendor recruitment:

1. Develop facebook page and website that can provide online advertising links. Jana & Bruce to work on options/development.
2. Revise registration form to a one page document with info on top; registration on bottom. Link up pdf file to website & facebook page, which can be linked to the chamber website and BCJ. Phone contact will continue to be Brian Kirmse. Registration process will be administered by Brittney & Brian. Mail in registration process to be reviewed to avoid communication issues.
3. Timetable established below.

Tentative Timetable for Committee:

March 1 – have event on community calendars & facebook page, have website options reviewed.

April 1 – Send out “save the date” postcards to general public. Finalize registration process & forms. Finalize detail on website.

May 1 – Have registration form and event detail on the website with printable pdf file. Active recruitment via email/calling lists.

June 1 – Finalize general event advertising for flyer development.

August 20<sup>th</sup> (ish) – Have a booth at the PTA Back to School/Pool Party to give postcards & registration forms.

Oct 1 – Begin advertising to general public. Flyers to local businesses, ads at BCJ, website & facebook.

Oct 28<sup>th</sup> – Deadline for vendor registration.

Next committee meeting: Thursday March 3<sup>rd</sup> at 5:15 pm at BCNB conference room???