



MABA MONTHLY MEETING

The Windmill Family Restaurant

March 19, 2019

In total 22 members and guests attended the meeting.

At 7:35 am President Nora Filmore called the meeting to order and asked everyone to stand and face the flag and recite the Pledge of Allegiance. She then asked everyone to please silence their phones.

President Filmore asked for a motion to approve the minutes. A motion was made by Roseanne Thomas of A2A Service Vacs +, and seconded by Mark Cummins of Thunder Wash, and the minutes were approved. Nora then asked for a motion to approve the Treasurer's report. Tim Bigler of AJ Blosenski moved to accept the Treasurer's report and Mark Cummins of Thunder Wash Pressure Wash seconded the motion. The Treasurer's report was also approved.

President Filmore said that since the intended speaker could not attend due to the busy tax season, the MABA Board decided to ask members to talk about their companies in greater detail.

It was announced that the March 27 edition of Berks Country in *Reading Eagle* would be the fishing edition, which is going to be published just before trout season begins on March 30. The Berks County news section is published each Wednesday, 3 to 5 pm on WEEU Berks Country radio. He will be a guest on the show at 3:47 pm today.

Members introduced themselves and most took a few minutes to describe their businesses in detail. After the meeting ended, many said they learned something new about local business members.

Nora announced that there will be two scholarships of \$1000 each given by the MABA this year. She said to please get scholarship applications in as soon as possible since the April 15 deadline is fast approaching. Applicants do not have to be Twin Valley school students and selections will be sent to Gwen Werner by April 30 for consideration. Nora will attend the award ceremony for the MABA.

She said that we are excited about the EXPO this year and that it will be held indoors with no worries about the weather and no tents to blow away. There is plenty of parking and lots of room for those who wish to participate and for those who want to attend.

Vice President of Events Kelly Spica made several announcements about upcoming MABA events this year. The summer picnic is scheduled to be on August 20 and will be held at Joanna Furnace. The annual MABA Holiday Dinner is scheduled to be held on Tuesday, November 19, at the Holiday Inn in Morgantown.

The EXPO will be held on Saturday, June 1, from 10:00 am to 2:00 pm at the Morgantown Center Classic Auto Mall. We will have a side lot and hope to have a fire truck and perhaps a truck from A.J. Blosenski for visitors to see. If you are or know of a non-profit or school group that might want to participate, please get information to Kelly as soon as you can. We advertise on Facebook and in the *Reading Eagle*, and this is an opportunity for exposure for member businesses. You can register now to participate in the EXPO on the MABA website. Treasurer and Webmaster Dave Hinkle said that the new registration form is online, and you can both register

and pay online for participation in the EXPO. Kelly said that you can also send in a check or drop it off to her if desired.

John Lauer said that there seemed to be a lighter turnout last year, but the people that came spent more time, possibly because the EXPO was indoors, and it was raining that day.

Nora asked if there were any other ideas. John Lauer asked if there would be a tour of the cars, and yes, there are plans to include tours of the cars.

Lois Ann asked for ideas as to what else would bring people out. Tim Bigler suggested that getting foot traffic and people to come is difficult, but perhaps having food available in addition to the participant displays would be a draw.

Kelly said that more Facebook advertising and social media would help, and that the *Reading Eagle* will also advertise this event.

Gwen Werner of Twin Valley Schools said that in the past we have discussed having kids in the school band attend and perform. However, we need to schedule that now for next year so the school can get this into the budget. If you want the kids play at the event, this would draw more local people—particularly the parents and friends of the children. Or maybe have something sports related. Andrew Kearney of the *Reading Eagle* said that the EXPO will be on all calendars and in weekly and weekend publications, in all the free exposure he can find. Gwen suggested that we don't give flyers about this event just to high school students, give them to grade school students who are more likely to take the home to show their parents.

Tim suggested getting information about the EXPO displayed on the electronic sign at the high school or the one at the Caernarvon Township building. Nora said that Caernarvon sign has not been working well and the township has been working to correct the problem.

Lois Ann said that advertising is good, but we need a draw of some sort, and demonstrations or activities might be an idea. Other suggestions included free home water testing, or tire inflation checks or massages. We don't want to make this a Health Fair, but we want to bring people in having things they might want to see or do.

Maybe there could be contests for kids with small prizes awarded to the winners. Possibly we could show police cars and fire trucks and have a color-blind test, or a book signing. Maybe we could get a local personality from radio or TV, or an author. Someone asked if WEEU might be able to come. Andrew Kearney said that it's expensive for the WEEU unit to visit an event. They do features of the day, and lots of live remotes, but this is expensive and probably not would not be gratis.

A member suggested that maybe we could offer a nice door prize like a mini iPad, or something like that.

Nora said thank everyone and said that we really enjoyed hearing from members about themselves and their businesses, and all the constructive ideas for the Expo.

The meeting adjourned at 8:40 am.

Respectfully submitted by,
Luanne R. Graham, 2019 MABA Secretary