

- Can sell at Middle School if a BURMA member would volunteer – Debbie Huber on Sunday 12-5, check with Jim Coker for Sat.
- Take out another ad in the Prospector - \$52.00 – for “Holiday Gift Idea”

BURMA Bucks:

- Paid \$100.00 in 07 to place BB on Calendar
- Should we adjust the amount
- Only BURMA members can be on the BB and new exp. Date would be 12.31.08
- Letters to prospective members out in Dec. – Benefit of – You can be included on the BB if a member in 09

Motion made to approve letters and mail out made by Jerry. Sharyn seconded. Motion approved.

Bridal Show Report:

- 72+ Tickets sold – excellent showing
- Merchants attending were pleased; Moose Lodge looked great
- CVB is sending surveys to have at the debriefing
- Attendance from these areas: Morgantown, Charleston, Belington, Philippi
- A concern mentioned was that the Bridal & Tux merchant was from out of town.
- CVB will set a date for debrief. Lori to set date and get to members.

Fall Shopping Event Report – Nov. 5th, 2008

- Saw increased activity downtown
- Jeff Harvey provided sound system for festive music. Singers backed out at last minute.
- 18 businesses participated – Follow up forms were reviewed

Allburghers	Anderegg Jewelers
Books, Books, Books	Buckhannon Emporium
Hometown Furniture	Main Street Antiques
Merle Norman Cosmetics/The Pink Hydrangea	Mountaineer Woodcrafts
N'Telos	PC World
SherryLynns	Sherry's Hairport
Technology Warehouse	The Bookstore
The Stitching House	Whimsical Treasures
WV Strawberry Festival Store	Shelz Studio

- Participants were very satisfied with the promotion and would like for us to do it again
- Lighting was an issue – very dark down Main Street
- Chamber looking into old fashioned lights on Kanawha Street
- Discussion on what BURMA could do for Christmas Season
 - Motion made by Paul to do Basket Event in December where you shop stores to enter promo. Call for the question and the NO's have it.

Motion to promote a Four Fridays before Christmas event starting on Nov. 28 and each Friday until December 19, 2008 made by Sharyn and seconded by Jerry. Motion approved.

- Encourage merchants to participate (offer specials, drawings, refreshments) and extend hours on each Fri. until 8 p.m.
- Advertise and use PSA's

Motion to advertise the Four Friday's event with Suddenlink to be listed on the weather crawl and not to exceed \$100.00 made by Debbie and seconded by Jerry. Motion approved

Under New Business

Marketing – Holiday Events:

- Information from Weston Democrat, Record Delta, and the Inter-Mountain were offered to members
- Each paper was asked to attend the meeting but none were able
- Due to questions with the promotions BURMA decided as a group to not do any of the ads but individual members were encouraged to participate
- Members were asked to participate on the Holiday Lights Certificates
- BURMA to sponsor Santa in Christmas parade – in marketing plan

Announcements/Comments

- Jerry suggested BURMA consider investing in “Why Buy Local” fact posters that could be given out to educate consumers. Members agreed to have Jerry investigate and bring back pricing.

Upcoming Events:

Nov. 5 - Jan. 5 , 2009 – Oglebay Resort Festival of Lights – Wheeling
Nov. 8-16 , 2008 – 61st Mountaineer Week @ WVU – Morgantown
Nov. 11, 2008 – Veteran's Day – National
Nov. 22-23, 2008 – Christmas Craft Show – Buckhannon
Dec. 5, 2008 – Christmas Parade, "Deck the Halls" – Downtown Buckhannon
Dec. 14, 2008 – Holiday Homes Tour– Buckhannon

Adjournment:

There will be no regular meeting in December. On December 21, 2008 there will be a BURMA potluck “Linner” from 3pm to 5pm at Faith Lodge B&B. The January Annual meeting location and time to be determined and sent to members once confirmed. There being no further business the meeting was adjourned.