



**BURMA Meeting Minutes  
February 2, 2009**

The meeting was held at A Governor's Inn and called to order by the president Sharyn Coker.

8 Attending: Sharyn Coker – Whimsical Treasures  
Emma Lue Marsh – The Sign Guy LC  
Angela Errett – Angelic Designs  
Gene Starr – WVCEE, SCORE  
Jerry Henderson – A Governor's Inn  
Lori Harvey – CVB Director; Personality by Lori  
Tia Harper – Merle Norman & The Pink Hydrangea  
Connie Kincaid – Associates for Women Health  
Guest: Sandra Gambus – The Exponent-Telegram

Call to Order:

President Sharyn Coker recognized Mr. Gene Starr, Past President and Ex. Board Member, for all of his many years of service to BURMA. Mr. Starr has been a member since the formation of BURMA many years ago and most recently served as president the last 5 years. The experience he brings to the organization is invaluable and we thank him for his dedication.

Introductions

**The minutes from January 22, 2009 meeting were e-mailed for review. Motion made by Angela to approve minutes as reviewed. Motion seconded by Emma Lue. Motion approved.**

**Current Balance is \$1,748.05**

*Progressive Bank* \$1,727.78  
*Petty Cash* \$20.27

**Bills Paid \$72.00**

*Suddenlink Media for Feb. & March 2009 weather crawl  
Pay each month until Feb. 2010*

**Motion to approve treasurer report made by Jerry and seconded by Emma Lue. Motion approved.**

GUEST: Sandra Gambus

- Promotion for Business Edition of Mountain State Spotlight (formerly their Progress Edition)
- Deadline will be March 30, 2009 and published April 19, 2009
- There will be articles on large and small businesses
- Sample full page layout was shown
  - Promote Buckhannon would have eight 2 x 3 ads with a main header

- Actual cost is \$1,400.00 with color but offered BURMA discounted rate of \$750.00. That would be approx. \$93.75 per ad
- Circulation is 23,000 households on Sundays – 1,700 in Lewis, Upshur, Randolph at locations
- Directory page – ½ page is \$400.00
- Thanksgiving and Christmas Gift Guides – Thanksgiving Day & 1<sup>st</sup> Week in December
  - Each Full Page \$750.00 – eight 2x3 blocks would be \$93.75
  - More visibility in the December Christmas Gift Guide
- A Commitment to two pages would bring price per page to \$600.00
- Tia Harper remarked that her 2008 ad in the Christmas Gift Guide brought her business
- Members to review information and make a decision at the March 5, 2009 meeting
- TASTE OF HOME section will be in September and members should contact Sandra at 304-626-1434 for more information.

### ***Old Business:***

#### Suddenlink Weather Crawl Advertising:

- Advertising for one year at \$864.00 to be billed \$72. a month was approved at the Ex. Board meeting held 1.22.09
- The BURMA ad started on Feb. 3<sup>rd</sup> – running Almanac Calendar information
- Ads are open to BURMA members and they must complete and sign the Weather Crawl Ad Consent Form
- Ads can be changed weekly and Sharyn Coker will have list of available dates
- Some weeks will be kept for BURMA events
- First come first serve. If there is more than one business requesting a date, the name will be drawn for the date.
- Ad copy must be in 2 weeks prior to the start date and payment must be made at time of request with completed consent form
- Invoice receipts will be emailed for your records if needed
- Sharyn Coker has a spread sheet that can be emailed to fill in text request – limit of 280 words/spaces
- BURMA must be placed at the end of the requested text and is part of the 280 space limit
- Contact Sharyn Coker at 304-472-5186 to schedule your ad. Ads will be open starting for March

#### Fall Events – Four Friday’s Report:

- BURMA annual surveys were given to merchants in January that participated in the Four Friday’s Event. The completed surveys were passed around to members for review.
- Overall there was a good response but lighting was still an issue
- Fall Events – Suggested shopping event October 2<sup>nd</sup>, 2009, one day on a Friday in the fall. (Check calendars for football games, etc.) Check on dates possible and add discussion to the March Agenda

#### BURMA Tour Map Brochure:

- Kay was unable to attend today. Angela notes that Kay is working on the letter to the merchants and the sign up form

BURMA Bucks:

- Copies of new layout handed out for review.
- Open discussion on how coupons should be used. Members agreed to make the coupons reusable. Merchants would have control of restrictions as stated on the card.
- Qty. 1000 = \$30.00 and Qty. 1500 = \$38.00

**Motion made to approve layout and purchase 1,500 BURMA Bucks at the new size for \$38.00 at Ralston Press made by Angela. Jerry seconded. Motion approved.**

2009 Calendar Sales Update:

- Actual money in hand for 226 calendars = \$1,130.00
- Still need to sell, sell, sell! Ad has been placed in The Prospector and the Weather Crawl will be listing the calendars

*Under New Business*

Proposal to Co-Sponsor:

- Tabled until March meeting

WVSF Souvenir Program Full Page Ad:

- Layout shown to members. Three ads at top for \$25.00 each and six larger ads for \$50.00 each.
- Angela will email the information for review

2009 Marketing Plan Review:

- Open discussion. Standards need to be in place.
- Work in progress for 2009

Announcements/Comments

Upcoming Events:

Valentine's Day – Feb. 14<sup>th</sup>  
Fasnacht Festival – Helvitia – Feb. 21<sup>st</sup>  
Bridal Show – Meadowbrook Mall – March 8<sup>th</sup>  
Stonewall Resort – 6<sup>th</sup> Annual Culinary Classic – Roanoke – March 13-14<sup>th</sup>  
St. Patrick's Day – March 17<sup>th</sup>  
WV Maple Syrup Festival – Pickens – March 21-22<sup>nd</sup>

Adjournment:

The next meeting will be at A Governor's Inn on March 5<sup>th</sup>, 2009 at 12:00 Noon. There being no further business the meeting was adjourned.