



BURMA Meeting Minutes
March 4, 2010

The BURMA meeting was held at The Ole Mill restaurant and called to order by the president Sharyn Coker.

9 Attending: Sharyn Coker – Whimsical Treasures
Angela Errett – Angelic Designs
Jerry Henderson – A Governor’s Inn
Nancy Shobe – Caleb’s Closet
Lori Meadows – n’Telos
Paul & Anne Sterneman – Faith Lodge
Bob Skinner – WVWC
Emma Lou Marsh – The Sign Guy

The minutes from February 4, 2010 meeting were e-mailed for review. Stand approved as read.

TREASURER’S REPORT:

Current Balance is	\$2,233.59
Progressive Bank	\$2,198.96
Petty Cash	34.63

Mrs. Errett advised all bills are paid.

Treasurer’s report for March, 2010 stands approved as presented.

UNFINISHED BUSINESS:

Bylaws review & approval:

Mrs. Coker advised that every current member as of December 31, 2009 had received a copy of the bylaws with the proposed changes. She advised most of the changes were language cleanup. She went over some of the changes:

- a. The quorum was changed to 51% of those present at a meeting.
- b. Secretary-Treasurer positions were split.
- c. The dues structure will increase \$5.00 for 2011 with a prorated amount for those joining near the end of the year.
- d. All ex-officio members state the President or their designee.
- e. Executive Board took one position off due to the split of Secretary-Treasurer position.
- f. Nominating committee will submit list of candidates by the end of December each year and annual meeting will be held in February rather than January.

Motion made by Angela Errett and seconded by Jerry Henderson to approve the bylaws as submitted. Motion carried.

President Sharyn Coker appointed Nancy Shobe as the Secretary and Angela Errett as the Treasurer for the 2010 year. All members present approved of the appointment.

NEW BUSINESS:

Advertising Ideas:

Mrs. Coker made members present aware of the Exponent Telegram advertising special for March 15 & March 17. The cost for a 2 col. x 5 inch ad running two times would be \$190.00.

Mrs. Henderson also advised the members of an opportunity to join The Shops at 46 Main advertising. Currently The Shops at 46 Main put out a flyer once a month to approximately 100 customers. They have a mailing list of about 500 customers. The flyer lists all the shops located at 46 Main on the left side and featured one business each month on the right side of the flyer. She offered BURMA businesses an opportunity to advertise on the back of the flyer. The cost for postage could be split. Bob Skinner said the idea of direct mailing is right on track. The members ask Mrs. Henderson to bring a sample of the flyer to the next meeting.

Bob Skinner advised of an advertising opportunity on WBOY website at a cost of \$3,000 per year.

Angela Errett said the 2 lane-livin magazine was also another advertising opportunity.

City Sign Ordinance Feedback:

Mrs. Coker advised the executive board had approved a response to the city's request for feedback on the sign ordinance. She sent the letter to Rich Clemens, Zoning Officer. The matter will be discussed at the city council meeting 3-4-10.

Strawberry Festival Pageant:

Angela Errett advised the Strawberry Festival Pageant has been rescheduled for April 11 in order to get more participants.

Committee Reports:

- Weather Crawl:
The cost for participating in this advertising went up from \$20.00 to \$25.00 per month. There is space available and anyone interested should contact Sharyn Coker.
- Tour Maps:
Contact Sharyn at 304-472-5186 for maps.
- Eye on Business:
Bruce Henderson has walked 6 more trips and Sharyn Coker has walked daily. Angela will give an updated report on this at the next meeting.

Announcements:

- WV State Travel guides are now available and can be picked up at the CVB office.
- Bob Skinner reported the Air Force Band will be performing at WWWC on Sunday at 7:00 pm. He also said there will be an art exhibit and streb raw Monday night (which is box dance, music and athletics).

There being no further business to be conducted, the meeting was adjourned at 1:15 pm.

The next regular meeting will be on April 1, 2010 with the location to be determined.

Some items for next month's agenda:

- **BURMA – Christmas decorations discussion**
- **Almanac Calendar**
- **Strawberry Festival fund raising for Christmas decorations**
- **Possibility of an evening meeting**

Anyone having items for the agenda, please contact Sharyn Coker at 472-5186.