

**TIERRA VERDE BUSINESS PARTNERSHIP
MINUTES OF GENERAL MEETING**

Date: 6 January 2016 **Time:** 7:30 – 9:00 AM
Location: Island Grill and Raw Bar

- 1) The TVBP General Meeting (Meeting) was called to order by President Hunter Grose at 8:05 AM. ~ 25+ members attended and introduced themselves.
- 2) Doug Izzo provided the Tampa Bay Beaches Chamber of Commerce Report.
 - New Year, New Opportunities: If you are looking to get more involved with the chamber, we have a number of committees and volunteer opportunities available for you to choose from. Just call the chamber at 360-6957 or email doug@tampabaybeaches.com
 - Business Expo: 4-6pm January 20th at TradeWinds Island Grand Resorts, 5500 Gulf Boulevard, St. Pete Beach.
 - Annual Dinner & Board Instillation: 6pm January 20th at TradeWinds Island Grand Resorts, 5500 Gulf Boulevard, St. Pete Beach. This prestigious dinner meeting celebrates 2015 successes and welcome's new leadership for 2016.
 - 2016 Trip to State Capitol: February 10th & 11th. As an advocate for YOU, YOUR business and YOUR staff the Pinellas County Chambers of Commerce have an exciting opportunity! You will meet with the Florida Chamber and legislators while discussing issues important to you and your business.

- 3) Guest speaker: Brian McNeal with eth Statewide Crime Prevention Task Force

The guest speaker talked about the four major types of crime, and how an individual can take steps to prevent these crimes from happening to them. The four major types of crime discussed were:

- Identity theft;
- Auto theft and burglary;
- Home burglary; and
- Purse snatchings and muggings.

The guest speaker provided handouts to all attendees about identity theft.

- 4) Gaye Wurbacher provided a recap of the Christmas Tree lighting event:
 - The event is a non-money making event for the TVBP;
 - \$1,700 was collected in raffle & silent auctions;
 - \$350 was collected from selling vendor spaces;
 - Sponsorships went to the annual Tree Fund;
 - TD Bank contributed \$5000 for the rental of the Christmas tree.

Dates of upcoming events:

- Yoga in the park – 23 January
- Tierra Verde car Show – 26 March

- 5) Hunter Grose provided an update on the printing of the Business Directory. The Directory will be 44 pages, all in color. Ads for the Directory are sold out. The plan is to have printed for distribution in

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early February. As a process improvement, ad information for the 2017 Business Directory will be sent out with membership renewal packets next year.

- 6) A group brainstorming session was held to generate thoughts and ideas on how the TVBP could enhance its efforts to promote member businesses. The list of ideas generated included:
- Hold more events, such as a weekly or monthly arts & crafts market;
 - Evaluate Search engine Optimization (SEO) opportunities so that businesses within the Partnership show up in web searches;
 - Purchase a sizable ad in local newspapers to showcase TVBP member businesses;
 - Encourage members to “Like” other members on social media sites (FB / Twitter / Yelp);
 - Encourage members to write Google reviews about other members on the internet;
 - TVBP Board to develop a 3-year plan and budget for beautification of the downtown area, the Bayway and the marinas;
 - Place kisoks in several places to enable TVBP members to place business cards, advertising cards and marketing materials for people to see and pick up;
 - Purchase gift bags that will be filled by marketing materials from TVBP members to be distributed to new owners on the Island;
 - Install doggie bag stations and have TVBP members sponsor the purchase of bags to be used by dog walkers on the Island.
- 7) New business item raised:
- The installation of three (3) new TVCA Directors is scheduled for the January 21 TVCA meeting.
- 8) Next meeting will be a breakfast meeting at the island Grill and Raw Bar on Wednesday, 3 February 2016, from 7:30 – 9:00 am.

Respectfully submitted by TVBP Co-Secretary, Gary Eaton.