

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

**Date: 3 February 2016**

**Time: 8:00 am**

**Location: Island Grill**

- 1) The TVBP General Meeting (Meeting) was called to order by President Hunter Grose at 8:06 AM. ~ 24+ members attended and introduced themselves.
- 2) Doug Izzo provided the Tampa Bay Beaches Chamber of Commerce Report.
  - a. **Community Advocacy Quarterly Meeting:** 9:00am February 18th at Madeira Beach Recreation Complex representatives from the PPC/MPO will be meeting with business owners, residents, municipal officials and or staff to define the issues and opportunities for improved mobility and access to and along our beach communities.
  - b. **Institute for Leadership Certificate Program:** Build relationships with leaders throughout the community. This program is a series of learning experiences (workshops, meetings, tours and retreats) designed to develop leadership talent in individuals representing the diverse Tampa Bay Beaches communities.
  - c. **Submit a blog:** If you have a post that you would like to submit for publishing on our website, post it to our blog. Provide tips and information regarding your profession. The key is to leave people wanting more so they contact you and you can sell them your services.
- 3) Directory update:
  - a. Mailed to 33715 ZIP Code & mailed to ~2,000 property owners living outside 33715
  - b. Ad sales this year paid for the Directory in full
  - c. Paid Ads will be pushed out on the TVBP Facebook page beging the week of Feb. 2
  - d. The ad application for 2017 will be moved up and sent out with the 2017 Membership drive
- 4) Events Recap:
  - a. Yoga in the Park: successful event with 12 participants showing up. Nava Yoga has decided to provide Yoga in the Park the 3<sup>rd</sup> Saturday of every month.
  - b. Car Show: Saturday, March 26. Music has been secured with Tommy Tunes as DJ and Tropical Pigs playing live music. The Committee is asking for volunteers to help stuff bags, run the Silent Auction, sell 50/50 raffle tickets, and set-up and clean-up for the event.
- 5) Review a list of Brainstorm ideas from the January membership meeting. The Board ranked each idea proposed using 4 criteria: Ease of implementation; Cost of implementation; Cost to maintain; and benefit to TVBP membership at large. The three biggest bangs for the buck were:
  - a. TVBP members like each others business page on FaceBook
  - b. TVBP members write Google reviews on their experience using TVBP member businesses
  - c. Place a large Ad in area newspapers to highlight TVBP members who paid for Directory Ads.Members were asked to consider volunteering to form committees to evaluate each idea from the brainstorming session, and make presentations to the Board regarding cost to implement and maintain as well as the best value to the Membership.
- 6) Speaker: Chris Stewart, Tierra Verde Life. Chris gave a great presentation and open discussion about social media, particularly the use of FaceBook, and how Members can support other Members by using social media. Chris provided a document of his talking points that will be dispersed with the Meeting Minutes.
- 7) The next meeting will be a lunch Meeting at the Island Grill.
- 8) The meeting was adjourned at 9:00 am.