

# Duanesburg Business Association

## Agenda

1/08/07

1. Reading and approval of the minutes

\*\*\*\*(Motion To Approve)\*\*\*\*

2. Treasurer's Report

\*\*\*\*(Motion To Approve)\*\*\*\*

3. Committee Reports:

Marketing and Promotion Committee Report  
Kevin and Brenda Soucy

Notes:

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4. **Guest Speaker:** None Any Ideas for a February Speaker?

Notes:

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5. Unfinished Business:

**Membership Participation** (What can we do?)

Notes:

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6. New Business:

Raffle Fundraiser: Cub Cadet Riding Tractor

Discussion: Which Tractor? \_\_\_\_\_

How many tickets? \_\_\_\_\_

Selling Price? \$ \_\_\_\_\_

How will proceeds be used? \_\_\_\_\_

Notes:

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Need to nominate and elect a new Vice President. Any  
Volunteers?

Notes:

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DBA Website: [www.duanesburgbusinessassociation.org](http://www.duanesburgbusinessassociation.org)  
Will be going live this week. We need additional business  
descriptions from members.

*Kathy Jo*

Notes:

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Town Website. Get your business listed.

7. Announcements:

Next meeting: Monday, February 5, 2007 6:30 PM (Jonathan's)

Notes:

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## January 8, 2007 DBA Minutes

- I. Introductions
- II. No minutes to approve due to Jean Dykeman's absence. Minutes will be taken by Lisa Murphy.
- III. **Treasurer's Report** No report to approve. Jean Dykeman absent.

- IV. **Marketing and Promotion Committee Report**  
Kevin presented information and discussion:

**My Shopper** - rates represented by Don Paparella. Rates are price/inch but advertising block/frequency and/or possible page/group can reduce and effect rates. Looking at page for group or maybe insert (wrap for the group). Large area of coverage/exposure.

**Times Journal** – inexpensive printing jobs

**Spotlight** - Coverage by smaller local editions (Rotterdam, Niskayuna, Delmar, Scotia/Glenville, Saratoga)

**Tuesday Edition** – (Albany/Schenectady/Saratoga---wide coverage)

Looking for list of members interested in participating/paying for an ad.  
Is DBA interested in a sponsoring DBA ad as a group.

- V. **Guest Speaker**

None for this meeting. Discussion for who could be next month's speaker. Education programs to help improves everyone's businesses.

Speaker possibilities: Schenectady County Business Center. Incubator services for educating/training businesses in helping them start, develop and grow;

Marketing and/or planning a business.

- VI. **Unfinished Business**

### **Membership Participation**

Ideas for growing group.

Membership certificate, membership packet, cling-on's, bumper stickers,

Involvement in a Welcome Wagon program for area, get mentioned in Town Board minutes.

Members invite guests for possible future membership.

- VII. **New Business:**

### **New memberships:**

Stacey and Gary Bradt – Western Turnpike Deli and Bulk Foods

Laurie Meyer – Pondsides Gardens  
Lisa Murphy – Weekenders clothing  
Ed Greiner, Greiner Home Improvements  
Patrick Ciraulo, Duanesburg Area Community Center

**New committee formed to work on Welcome to the Area package.**  
Committee members are Brenda Soucy, Laurie Meyer, Lisa Murphy

**Vice President Position** – Kevin Soucy accepted the position

**Website** – [www.duanesburghbusinessassociation.org](http://www.duanesburghbusinessassociation.org)  
Need general description of each business to post on website.  
Updates/corrections would be appreciated.

Get your business listed on the Town website also.

**Raffle Fundraiser** – Cub Cadet Riding Tractor (shaft driven), top of the line model, was agreed upon to raffle off. Only 500 tickets at \$20 dollars each. There will be prizes for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>. Drawing will be at the area's Memorial Day parade/event.  
Use of proceeds needs to be finalized. We do need working capital.

**Memorial Day event** – Should we do a float to publicize the DBA?

**Renee Merrihew, Duanesburg Town Supervisor**, She spoke to the group to let them know that there are opportunities to speak at town board meetings which would get information mentioned in board meeting minutes.  
She spoke on fact that Duanesburg is open to new businesses and very few have been denied.

**Announcements** –  
Duane Lions Club is sponsoring a Firefighters Muster on July 21, 2007.  
Donation Fund account established at NBT Bank for Ruther Barn Fire.

Next meeting: February 5, 2007, Monday at 6:30 pm at Jonathon's.



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Duansburg Business Association  
Mr. Kevin Saucy  
2007 Print Proposal

**Option I**

1 Full page insertion per week  
Schenectady County Papers: The Niskayuna Spotlight, Scotia-Glenville Spotlight & Rotterdam Spotlight

**Option A:** Black and white, alternate weeks,  
@ \$18.75 per column inch, less 35% bulk rate commitment (\$ 6.56 per inch) =  
\$12.19 per inch x 80 inches = \$ 975.20 per week

**Option B:** Black and white, 12 insertions per year, one per month  
@ \$18.75 per column inch, less 25% bulk rate commitment (\$4.68 per inch) =  
\$14.07 per inch x 80 inches = \$1,125.60 per week

***Spot Color, additional \$120.00 per week***

**Option II**

Same as above plus Guilderland Spotlight

**Option A:** Black and white, alternate weeks  
@\$26.65 per column inch, less 35% bulk rate commitment (\$9.32 per inch) =  
\$17.35 per inch x 80 inches = \$1,388.00 per week

**Option B:** Black and white, 12 insertions per year, one per month  
@ \$26.65 per column inch, less 25% bulk rate commitment (\$6.66 per inch) =  
\$19.99 per inch x 80 inches = \$1,599.20 per week

***Spot Color, additional \$165.00 per week***

