

Rossford Business Association
Meeting Minutes – 2-23-11 Meeting

Thank you to Rossford Schools for hosting our meeting and providing breakfast.

NEW BUSINESS

- Pat McGrady, RBA President, recognized past president Ray Miller for his service to the RBA with the presentation of a plaque
- Ellen Finkbeiner has agreed to be the RBA secretary and will be nominated at the March meeting.
- Dynamic Consumer Partners – Pat McGrady and Brenda Clixby, director of the Maumee Chamber of Commerce, introduced the new Dynamic Consumer Partners group and discussed the regional efforts taking place to attract tourism to the Toledo suburbs. For more information, please contact Brenda Clixby at the Maumee Chamber. The RBA will look into the naming rights for the website Discover Rossford, to work in conjunction with Discover Maumee, Discover Perrysburg, and Discover Sylvania.
- The Business Fair booth registrations are down from the past two years. We continue to look for new or returning vendors, so please promote the fair when talking with business associates. Brenda Schwind, RBA vice-president, is looking into options for a Kids' Zone, to help attract attendees.
- Tim Rupp, Assistant Athletic Director for Rossford Schools, discussed the sponsorship opportunities available for the new athletic complex adjacent to the Glenwood School property. Please contact Tim at 419-666-5262 or trupp@rossfordschools.org for more information on the sponsorships.

Guest Speaker – Deborah Duke, DMA Leadership

Deborah Duke, of DMA (Doesn't Mean Anything) Leadership, discussed Marketing our businesses. Marketing is the essence of who you are. Deb reviewed what a vision statement should include, what is needed in your business and marketing plans, and what to include in a balance scorecard. She discussed the importance of fusion marketing, such as the Dynamic Consumer Partners mentioned above and low cost marketing, such as social networking. DMA Leadership offers a full service of business strategies and planning. If you are interested in receiving a copy of Deb's presentation and a copy of the balance scorecard, please e-mail Brenda Schwind at bschwind@directionscu.org.

Our next meeting will be Wednesday, March 30 at 8:00 a.m. at the **BULLDOG DINER restaurant** (not Bulldog Hall), located at 159 Superior Street in Rossford, across from the LOF Plant.

Respectfully submitted - Brenda Schwind, RBA Vice-President/Secretary, Directions Credit Union

RBA Mission Statement:

To serve and support members of the Rossford business community by sharing business knowledge and talents and capitalizing on the goods and services provided by Rossford professionals to collectively boost commerce and city partnership.