



GOVANSTOWNE BUSINESS ASSOCIATION (GBA) BOARD MEETING MINUTES – JANUARY 13, 2015

Meeting called to order at 8:45 am

ATTENDANCE: Marie Anderson (Loyola); Valerie Cherry (State Farm Insurance Company); James Clark (Clark Burger); Chris Coleman (Nelson Coleman Jewelers); Ann Costlow (Sofi's Crepes); Thelma Davis (Pleasant Hope Church); Oscar Lee (Ejji Ramen); Laura Penza (Penza Bailey Architects); Maggie Porter (Office of 4th District City Council); George Stover (Adventure Productions); Ed Stude (Mid Atlantic Muffler and Brake); and Megan Tahboub (GBA Executive Director).

INTRODUCTION/BUSINESS HIGHLIGHT: Ann Costlow (GBA President; Sofi's Crepes) welcomed the group and asked attendees to introduce themselves. Tonya Briggs (BGLAM Hair Lounge) introduced herself as the owner of the new hair salon, BGLAM Hair Lounge, located at 5853 York Road. Currently she has three stylists working at the salon who provide services to a diverse clientele. BGLAM specializes in cut and coloring but offers a full array of services. Chris Coleman (Nelson Coleman Jewelers) introduced himself as a guest and stated he is the owner of Nelson Coleman Jewelers of Towson which has been owned by his family for six generations. Mr. Coleman went on to explain that he is interested in becoming involved in the GBA and currently sits on the Board of Directors for the Maryland Retailers Association (MDRA) and is involved with the National Retailers Association. Both of these organizations deal with advocacy for retail establishments including fairness in taxation, state legislation, and overtime pay to name a few. Mr. Coleman distributed information to interested parties. James Clark (Clark Burger) announced that Clark Burger opened this week and it felt good to be open. Oscar Lee (Ejji Ramen) spoke about his ramen bar in Belvedere Square. Ejji Ramen offers traditional ramen with a flare and allows customers to build their own bowls. Marie Anderson (Loyola University) asked if business has been strong for Ejji; Mr. Lee replied that it has been going well and that he has outsourced his marketing efforts to a third party.

APPROVAL OF MINUTES: Minutes from the November 11, 2014 meeting were reviewed. Motion was made to approve the minutes by Mark Davis (GBA Vice President, M&T Bank); seconded by George Stover (Adventure Productions), and passed.

FINANCIAL REPORT: Ed Stude (Mid Atlantic Muffler and Brake) presented the finances since the November Board Meeting. Mr. Stude noted that the GBA received a check for RBDL dues of \$2,153 and that the GBA has received \$45,150 in RBDL dues for 2014-2015. Mr. Stude stated that expenses have been in line. Based on the closing report it appears that the GBA can budget for \$78,000 for the 2015-2016 year. The closing balance as of December 31, 2014 was \$43,202. Motion was made to accept the Finance Report as presented by Laura Penza (Penza Bailey Architects); seconded by Mr. Davis and passed.

DISCUSSION OF BUDGET ITEMS FOR 2015-2016: Ms. Costlow distributed a handout presenting the 2014-2015 budget line items with explanations of what each line item encompasses with discussion points for the 2015-2016 budget. The line items were reviewed individually. Line item 8 – GBA Directory Mailing – was not spent in 2014-2015. The group discussed whether the GBA should move forward with a printed directory as they have done in previous years. The group agreed that a printed directory would be useful if it contained coupons for local businesses and also if businesses along York Road purchased ad space. The last printed directory did not contain many local business ads. Megan Tahboub (GBA Executive Director) agreed to speak to Phil Maher (FATA) to devise a more targeted sales campaign for the ad space. Ms. Tahboub also agreed to speak to Rick Swanson (Swanson Graphics) about other printing and mailing options. Ms. Costlow stated that line item 10 included the Banners, Bows, and Snowflakes. At this time since the poles do not have power to illuminate the snowflakes it is recommended that the GBA continue the banners and bows and discontinue the snowflakes unless the power supply issue is resolved. Ms. Penza reviewed the landscaping, maintenance, and curb appeal costs in line items 11 through 14. It was determined that more funds should be allocated for the Bellona Triangle and Curran Memorial weeding and landscaping. The group discussed whether to continue with the planters program; it was decided that the planters program will continue but discontinue the use of evergreen and speak with Grass Roots Landscaping about other replacement plants. Ms. Costlow noted that \$10,000 has been allocated towards an overall marketing plan for the York Road Corridor in support

of the York Corridor Collective (YCC) efforts. Ms. Costlow stated that the proposed 2015-2016 will be mailed to businesses prior to the Annual Meeting on March 10 where the budget will be approved.

DIRECTOR'S REPORT/OTHER BUSINESS: Ms. Tahboub provided highlights of her activities since the January Board meeting. Ms. Tahboub stated that businesses with liquor licenses need to be diligent in checking identification and serving of minors. Ms. Tahboub also stated that there is an upcoming meeting with the Mayor's Office for RBDLs. Ms. Costlow provided a brief update on the Belvedere Square Arena Liquor License. At this time Cross Street Partners and the Communities agree that an Arena License would not be ideal; there will be forthcoming discussions with Senator Joan Carter Conway on lifting the moratorium on Liquor Licenses in the area. The current By Laws were reviewed by a small group; Ms. Costlow stated that she would like to have updated By Laws drafted then they would be distributed to the group that agreed to sit on the By Laws Committee. Ms. Costlow announced that the real estate transaction for the Food Incubator Project will close in the beginning of February and that the GBA would like to invite them to speak at an upcoming GBA meeting.

Meeting adjourned at 9:55 am