



222 Main Street • Suite 335 • Annapolis, Maryland 21401

**Annapolis Business Association
General Membership Meeting
June 17, 2008
Harry Browne's**

Minutes

- I. Welcome and Introductions, Jessica Jordan
- II. Marketing Plan: The proposed Marketing Plan was presented by Michele Deckman.
 - Logo: The new logo was presented based on membership input.
 - Local Late Nights: The Local late Night ads have started to appear in What's Up magazine "Best of" issue. The second ad will appear in the July/August Issue.
 - Thank you to Mike Miron who provided \$1,500 for the ad. These funds will be used in conjunction with \$1,000 for ¼ page ads generic ad in What's Up for the remainder of the year, enabling a consistent presence before the consumer.
 - Events: Driven by merchants on what they want to participate in.
 - The events will be promoted through a variety of publications, methods and WRNR radio.
 - General Advertising Campaign: This campaign will be composed of two types of ads—generic and those specific to member advertisers. They will run alternatively in Baltimore and the Washington magazine.
 - WRNR: WRNR has offered a great deal on advertising and would be split between general Annapolis ads, event specific ads in addition to selling them to individual businesses.

IV Membership/Park & Shop- President Jessica Jordan had new members introduce themselves. They were: Bonnie Allen, Studnicky Financial and Rob Pryor, Capital Gazette Newspapers. The Park & Shop program was discussed.

- V The new ABA Committees were discussed
 - Legislative – monitor legislation affecting downtown merchants, restaurants and others. Members include: Chris Desimone—(need committee members to sign up).



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- Fundraising – fundraising for the ABA Marketing Plan. Members include: George Nassif and Bonnie Allen
- Parking – A parking committee will keep abreast of issues facing downtown Annapolis. Members include: Cathy Durkan, Sue Adams, Chance Walgran.
- TasteBuds—planning and organizing the annual fundraising event—this year for the flowers, holiday decorations and consumer outreach plan. Members include: Erin McAnaboe, Debbie Keene, Elizabeth Hall, George Nassif, Jill Snyder, Judy Buddensick, Kendra Houghton, Whitney King, Stephanie Duncan and Tim Hamilton.

New Committees created at this meeting were:

- Business Development: For ABA to become more aggressive in recruiting new businesses. And to work more closely with landlords and Annapolis City Government. Stewart Cohen, Mitch Krebs, Nick Roper
- Dine Downtown Annapolis (restaurant week): Erin McNaboe (need committee members to sign-up)

New Business:

Erin McNaboe, Rams Head on Stage reported that they are going through a huge renovation which should be completed next month. More than 300 seats will be added.

She also noted that Rams Head on Stage is one of the top 50 nightclubs worldwide. They have started their own ticketing service.

Stewart Cohen mentioned how the City of Annapolis could be more friendly and suggested a new committee—the Business Development Committee -- that will set an agenda to work with the city. Property owners need to be brought in. The ABA would request that the City put together a list of all the vacancies downtown so that existing stores can promote potential opportunities for businesses interested in Downtown Annapolis.

What does the cities recruitment collaterals look like? The city needs an easier process for new businesses opening in Annapolis. It is too lengthy. New businesses need someone to hold their hands and walk them through the process. A person that they can “go to” with questions and make the process easier.

With no further business, the meeting was adjourned.