Geneva Downtown Merchant Meeting – March 19, 2014

Geneva City Hall

109 James St 8 a.m.

Meeting Agenda

I. **Introductions and Welcome to New Businesses** – *Paul Evans*

II. **How Google Plus Impacts Your Small Business Listings Online –** *Rebecca Wardlow, Social Solutions*
Google Plus has an entire suite of products. Claim your Google Place. Consider a Google Photo Tour or increase your website's search engine optimization. During this session you will learn the impact Google+ products can have on your business listings.

III. **Assistance in claiming your Google Place** - *Ellen Anderson, Geneva Public Library*
Ms. Anderson is available for individual attention regarding Google Plus and other social media use. Appointments available. Please sign up.

IV. **Social Media Tips** – *Jennifer Piazza, Herrington Inn*

V. **Chamber Happenings** – *Laura Rush*

VI. **Announcements –** *Paul Evans*

Next Meeting – April 16 - Geneva Public Library Business Services

Next Merchant Open House
Save the Date – April 8, 2014

The fourth in a series of open houses hosted by the Business Improvement and Retention Committee (BIR) will be held at participating businesses in the North 200 block of W. State Street.

Details and a list of participating businesses will follow. Don't miss the next in a series of fun and informative open houses *for merchants by merchants.*

Liquor 101 Save the Date – April 24

The City of Geneva will conduct a workshop on April 24 to review what businesses can and cannot do regarding the serving of alcoholic beverages at their commercial establishments. The plan is to have a morning and an afternoon workshop on that day. Stay tuned for more details.