

**Business Improvement & Retention Committee Minutes**  
**8 AM April 2, 2014**

**Attendees:** Paul Evans, Morgan O'Brien, Kimberly Gotches, Atala Toy, Ellen Divita, Jean Gaines, Neel Reeves, Ingrid Rowlett

**I. Block Captains Report – Eric Ott**

Eric was not present to report.

**II. Upcoming Topics**

**A. March Merchant Open House**

The merchants who attend have all positive things to say. The challenge at this time is increasing attendance. Linda plans to personally visit each owner on the next block to invite them to participate. She also personally reminds merchants to attend the day of the open house. It was decided to try a couple open houses during warm weather to see if the weather has played a part in attendance. Another suggestion was to change the name to a “Block Party.”

**B. Next Merchant Open House**

*Next Merchant Open House – May 13 or 15: 200 Block of N State Street*

The Fourth in a series of Open Houses for all downtown Geneva merchants is in the works. Morgan will work with Eric and Linda to see if there is enough interest on the 200 Block of N State Street to move forward. They will also see if merchants on that block would prefer doing a Thursday night, since some are already open.

**C. Library Facebook and Virtual Reference Services – April 16 Merchant Meeting**

Ellen Anderson is all set to present on Facebook, including technical assistance as well as a few examples of effective business pages. Kimberly will explain services the Library provides (including general services like business cards, marketing resources, etc)

## **D. Michelle Adams (Sugar Path) Facebook (April 16)**

Sugar Path has an active Facebook page with 1,973 followers. Michelle will give the 10-minute tech tip from her experience using the page.

### **III. New Business**

#### **A. Downtown Merchants Facebook Page**

It was decided to create a Geneva Downtown Merchants closed Facebook page. Ellen Anderson from the Library will meet with Atala at 3 pm on Friday, April 4 to help her setup this page. Potential administrators may be Atala, Eric, Kristen Kaven, Paul, and Jean. The goal is to have the page ready to introduce to Merchants at the next Merchant Meeting, tying it into the Facebook presentations.

#### **B. Possible Summer Intern**

Ellen Divita is looking into hiring an intern for the summer who may be able to assist business owners with their social media needs.

#### **C. Swedish Days Permits**

Jean talked about the requirement to get a permit to have an outside tent at Swedish Days. She asked us to help spread the word.

#### **D. May Merchant Meeting**

The city will contact Officer Eddie Jackson about doing a presentation on shoplifting/security measures.

### **IV. Next BIR Meeting – May 7 at 8 AM**

Minutes submitted by Kimberly Gotches on 4/2/14