

Westside Association Meeting Minutes-August 2, 2012

Meeting called to order by President Connie Drexler @12:00

Approval April minutes (Robin/Gary) passed

Treasurer's Report

- Balance as of July 31-2012- \$7098.88
- Collected \$450.00 in dues during the month
- Collected \$105.00 for sign during the month
- All current bills are paid
- No outstanding pledges

Chamber Report:

- Sept 5- west ramps open
- EMC Holding working with Rob on tax credits to grow to 100 employees
- Target Outreach has moved into their new location (old Hollywood Video space on Koeller)
- 5 separate office projects being worked on for a total of 40,000 sq feet
- CVS is moving forward- passed the council
- TJ Maxx scheduled to open in August
- Qdoba now open
- Downtown Hotel scheduled to be open late 1st quarter
- Riverwalk under construction
- Darabosh Tax and Accounting and Bella Accounting both received loans
- Unemployment at 7.8% in June- up slightly, but still lower than neighboring communities
- Annual meeting Oct 29
- Looking for nominations for
 - Small Business of the year
 - Woman of Achievement
- Business Expo- January 31-2013
- AM Oshkosh – August 29 at US Cellular
- Business after Hours – Sept 5 at Fratellos
- New Business
 - Hwy21/41
 - Target opening date November 5 for Hwy 21
 - Celebration for the opening
 - Westside Association will spearhead the Ribbon cutting with a reception

Guest Speaker: Mark Yokom – Davis & Kuelthau- Social Media: Look Out For The Legal Landmines

- Has been with the firm over 12 years
- Firm specializes in business law
- 1 out of every 9 people on earth are on Facebook
- Twitter add half million new users each day
 - 750 tweets per second
- 300 million new blogs per month
- Facebook addition syndrome
- Employers need to be concerned with employees use of social media
 - Affects production
 - Disclosure of confidential information- knowingly or unintentionally
 - Liability may go back to employer – even if the employee does the posting
 - Social media newest way to harass
 - Laws have not kept up with technological advances
- Legal Implications for Social media/networking
 - Disclosure of confidential information
 - Unauthorized use of trademarks
 - Unauthorized sue of copyright-protected works
 - Tort Liability issues
 - Posts made anonymously may be traceable via IP address or similar technique, so anonymity alone will not necessarily prevent liability
 - Electronic Discovery
 - Tweets, status postings on Facebook are all discoverable information
 - Companies with electronic document retention policies must ensure that these communications are also explicitly included as corporate property
 - Human Resources Issues

- Becoming common for company HR departments to review social media/networking pages belong to job candidates and current employees. A prudent employer should tread carefully to ensure that their hiring and retention practices do not unlawfully discriminated based on information available through the candidates or employees social media/networking pages
- Practical Considerations Associated with Social Media/Networking
 - Social media/networking policy
 - If your company is using social media/networking- then it should adopt a policy that is clearly and regularly communicated to employees and regularly updated to keep abreast of new developments, opportunities and evolving legal guidelines.
 - Employee training
 - once you have adopted a social media/networking policy, it is very important to train employees, so they understand the policy
 - enforcement
 - implement a monitoring program
 - Insurance
 - Review your insurance policy to see if you are covered for claims arriving out of your use of social media/networking

Meeting adjourned at 1:00PM

Next Meeting- Thursday September 6, 2012