

## Westside Association Meeting Minutes-April 5-2012

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

Approval February minutes (Warren/Ron) passed

Treasurer's Report

- Balance as of April 4-2012= \$4750.27
- Reminder to pay dues and sign invoices

Chamber Report:

- April 25- ribbon cutting at Bergstrom Volkswagen dealership
- The Bergstrom used car is progressing
- US Cellular still building
- Olive Garden opens April 9
- TJ Maxx scheduled to open in July
- Dockside Tavern (formerly the Boatyard) open under Supple Group Management
- Business after hours April 12- at Sweetwater Performance
- Business after hours May 16- at Sage Hall on the UWO campus
- Fluorescent tube recycling day April 25
- ImProMed- 15 new jobs – new addition still under construction
- Muza- 47,000 sq ft addition finished- anticipate up to 125 new jobs
- Evco- 30,000 sq ft addition
- Kwik Trip now open on Witzel/Westhaven
- Kwik Trip on 9<sup>th</sup> Ave scheduled for September opening
- Bella Academy moving to Jackson/Pearl corner- (old insurance building) received a loan from the revolving loan fund
- Jay Manufacturing- addition almost complete
- Rob at ISCS in Milwaukee- making contacts with retailers
- AM Oshkosh- about 60-70 people have been attending
  - April 24- at Dealerfire
  - May 22- Blue Door Consulting

Membership

- New members
  - Two Brothers Restaurant
  - Tim Ryan, DDS
  - Anderson Vision
  - Salon Fusion
- New Business
  - Website is being updated- currently down

Sign Project:

- Sign are all up- went up the day construction started

Guest Speaker:

- Zach Pawlowsky- US Cellular- Social Media for Business
- Will answer three questions:
  - What is Social Media
  - What Purpose does it serve for my business
  - Why is it worth my time
- Communication tool that has changed the way that we communicate with those around us
  - Three major platforms
    - Face book:
      - Allows user to stay in constant contact
      - International
      - Allows business to reach another region
      - Powerful marketing tool for business
      - Allows you to stay in contact
      - Build lasting relationship with consumers
      - Average face book user has 600 contacts
    - Twitter:
      - Information network
      - Anyone can read/write
      - Followers receive your message when they subscribe
      - Powerful real-time communication with others
      - Update your customers

- Build a following
      - Best practices
        - Share information with photos
        - Listen to comments about our business
        - Ask questions of your followers
        - Respond to comments
        - Reward ( coupons, deals)
        - Demonstrate- know our competitions
    - Linked In
      - Great tool to connect with business
      - Good tool for recruitment
      - Acquire new customers – ask for referrals, recommendations
      - Keep in touch with people that support your business
      - Find vendor for services that you aren't an expert in
      - Build network
      - Get answers to questions from people in your network
      - Win new business
      - Monitor your customers
- Average user
  - is age 14-35
  - spends 1.5 hours per day on social media
- Social media
  - Opens new relationships
  - Allows you to “meet” people you never would have met before
  - Billions of people use these networks
  - Reach those sites for “the best:
  - If people are talking about your business – you need to be part of the conversation
  - Social media- free advertising
  - Takes time and patience to use
  - Information is spread very quickly Good or Bad
- Zach can be reached at 920-410-2121 or by email at [pawlowskyz@gmail.com](mailto:pawlowskyz@gmail.com)

Meeting adjourned at 1:00PM

Next Meeting- Thursday May 3-2012- Guest Speaker- Cathy Huybers- Wisconsin Family Business Forum-