

Berryessa Business Association (BBA)

Panera Bread
Thursday, February 17, 2011
9:00 a.m. – 10:30 a.m.

MEETING NOTES

1. Introduction

- Start: 9:30 a.m.
- *Attendees:*
 - *Kansen Chu, District 4 Councilmember*
 - *Daisy Chu, Office of Supervisor George Shirakawa*
 - *Mike Flaughter, Berryessa Citizens Advisory Council*
 - *Marc Liebman, Berryessa Union School District*
 - *Bill Hughes, Berryessa Citizens Advisory Council*
 - *Claudia Lopez, City of San José – Office of Economic Development*
 - *Bob Schmid, Story Road Business Association*
 - *John Luong, Royal Cleaners*
 - *Del Broberg, California Senior Cares*
 - *Rose Whitcomb, North Valley Community Association*
 - *Linda Locke, Berryessa Citizens Advisory Council*
 - *James A. “Jim” Boales, Seabright Resources Group Consultant*
- *Council Staff:*
 - *Stephanie Fong, District Director*
 - *Anh Tran, Council Assistant*

2. Mike Flaughter – Review of Last Meeting

- *Flaughter* made a presentation about our last meeting. He mentioned that the San Jose Police Department attended and covered the topics of security and safety. We are still looking for business representatives who want to form the BBA into its own entity. No one had questions and the last meeting notes were accepted by the group.

3. Anh Tran – Berryessa Business Association Webpage

- *Tran* made a presentation about the new BBA webpage. It is now on Councilmember Kansen Chu’s website. Included on the webpage: business name, address, and phone number. Members mentioned that linking their website would make the BBA webpage more appealing. To improve the webpage, we need to make sure we get the word out to the community.

4. Bob Schmid & Claudia Lopez – Story Road Business Association

- Initially, *Schmid* joined the Story Road Business Association (Association) because he wanted to become a member of the San Jose Silicon Valley Chamber of Commerce, but after joining the Association, it resonated to him. He became

- involved with the community involvement, business support, and other highlights that the Association had to offer. More information at <http://www.storyroad.org/>.
- What has the Association done? They have achieved making brochures to highlight businesses in the area. They have signage in many conference areas and even at the baggage area at the Norman Y. Mineta San Jose International Airport. One of the most notable achievements the Association has made is to sponsor the annual Tamale Festival where businesses in the Association support and benefit from. The Association has had many guest speakers come to speak to the business owners and representatives about crime, graffiti, and what is happening around them (pertaining to construction plans, future business plans, security cameras, and workshops). *Schmid* highlighted the importance of the local government resources and how the Association is here to support all businesses.
 - *Lopez*: Revenues come from the City and membership fees.
 - *Schmid*: The Association uses a 1-800 number to direct calls to core member's business telephones. To date, the Association has 120 members with 35 paying and active members. All business associations become smaller because needs are fulfilled. There is a trouble with carrying on membership. Outreach can be improved.
 - *Lopez*: There is a great need for support. Many people who have attended have become everyone's customers; there is free marketing, one-one opportunities, and networking time. By having the same mindset as everyone else, same vision, same dreams, everyone can be stronger. The Association is slowly getting stronger through marketing and visibility. Old members who have benefitted from the Association still show up. The Association would like more council representation and pay someone to be the administration of the Association.
 - *Liebman*: Does the Association pay for someone to help with all of this?
 - *Lopez*: The Association does do contract work for particular tasks.
 - *Schmid*: Our goal is to hire someone part-time or full-time.
 - *Flaughter*: Does the City have something like this?
 - *Lopez*: No but there is SCORE and SBA – group of professionals who consult businesses free of charge.
 - SBA – Small Business Development Centers of Northern California
 - <http://svsbdc.org/>
 - SCORE – Counselors to America's Small Business
 - <http://www.svscore.org/>
 - *Schmid*: We also have a workshop at the end of the month called "SMART Workshop." We will discuss website promotions and using social networks such as Facebook and Twitter.
 - SMART Competitor Workshop
 - <http://srba.eventbrite.com/>
 - *Liebman*: There's LinkedIn too.
 - <http://www.linkedin.com/>
 - *Boales*: There is this new gap where there are many new service organizations. We need to identify the matrix to get from here to there. There are many sources that can help and there is a way to bring people who are involved with service organizations to make Berryessa a better place.

- *Councilmember Chu*: I would like to see more membership from retailers, real estate, insurance companies, professionals, consultants, and restaurants.
- *Schmid*: We have plenty of those memberships and also radio stations, a cemetery, mortgage companies, and even a tire shop.
- *Liebman*: We should see how we can tap into these entire dentist networks in the area. How can we go to them?
 - *Schmid*: Everyone just needs to advertise on how promoting the business will work, listen to concerns they might have about the area and how business improvements will work. Willow Glen Business Associations is a strong example. We also need advocacy and liaison from the City level. Group leadership is key.
- *Lopez*: Community involvement, websites, having a voice, and everything above that is what makes a strong association for anyone.
- *Boales*: Think about the San Jose Silicon Valley Chamber of Commerce.
- *Liebman*: How do you educate your members? Do you invite speakers?
 - *Lopez*: At every meeting, at a consistence location and time, there is a new speaker. Another example of education is we host several workshops for our members. Check out our workshop where we will partner with the Hispanic Chamber of Commerce and San Jose Silicon Valley Chamber of Commerce.

5. Mike Flaughter – Leadership Roles

- We want to structure our meeting so that it is time efficient and good for the next meeting. We will now adjust the meeting so that the first 40 minutes will be the regular meeting and the last 20 minutes will be the steering committee’s meeting. Since you are already at the regular meeting, all are welcome to stay for the steering committee’s meeting.
 - *Luong*: Really interested but does not feel capable and does not have enough time
 - *Broberg*: This is a great step and will consider to be on the steering committee; just need a bigger group; willing to help walk the streets as well.

6. Public Comment and Questions

- The BBA should have a booth in the Art and Wine Festival. *Liebman* stated that it will be free of charge for BBA. We will be near Councilmember Chu’s booth and other BBA members. More details at our next meeting.
- *Lopez* invited everyone to attend the Small Business Tax Assistance Days, sponsored by Work2Future and the Businessownerspace.com.
- *Flaughter* put forth the vote of two displays we will be making and distributing to BBA members. 3 votes for “Open for Business” and 0 votes for “BBA”
- *Boales*: Who is determined to be a member?
 - *Flaughter*: At this point, any one who comes to the first meeting.
- Action Item: Forward “SMART Workshop”
- Action Item: Send out window displays for members
- Action Item: Make changes to BBA webpage
- Action Item: Book a day for BCAC members and Staff to walk around District 4
- Action Item: BBA article on BCAC’s newsletter

- Action Item: Contact *Jonathan Posadas* about Berryessa Sun's BBA featured page.
- Next Meeting: March 17, 2011 from 9:00 a.m. to 10:30 a.m. Please bring a friend.

7. Adjourn – 10:40 a.m.

For more details, contact Anh Tran.