



nyba
north yarmouth
business association

Submitted by: Darla P. Hamlin, President

December 9, 2015

ACCOMPLISHMENTS (MARCH 1 TO DECEMBER 1, 2015)

- Darla Hamlin elected President in March 2015
- Rebranding. Created a NEW logo that is easily distinguished from the Town seal
- Added 4 new members
- Updated application form
- Dues are prorated based on month of application with June being the Start period.
- NYBA and its members sponsored "Start Here" signs! (there were 9)
- Special rates for upcoming CPR classes which are being co-sponsored by NYBA and NY Fire Department
- Held regular business meetings with speakers ranging from State and town government representatives and chairs of local organizations
- Partial success – enhance awareness of local businesses by featuring a business of the month. Mixed success due to low attendance at meetings

MEMBERSHIP AND MEETINGS

Membership is open to anyone who operates a business in North Yarmouth and to anyone who resides in North Yarmouth and owns a business physically located outside of Town.

Business Meeting – Second Thursday of every month (Stones, 7:00 AM) NEW beginning January 2016

Social Meeting – Third Thursday of every month (Toddy, 5:30 PM)

FUTURE:

- January 2016 Modification to By-laws, where needed
- January 2016 complete rebranding of association website
- January 2016 increase brand awareness of Association and its members
- February 2016, Annual Meeting to elect officers
- March 2016, Community Business Trade Show
- First quarter 2016 add training opportunities
- First quarter increase attendance by having speakers who address topics of interest to wide range of business owners. (added subsequent to the 12/9 meeting with EDSC)
- Second quarter increase membership by 5% by May 30