

Lunenburg Business Association Meeting Minutes July 6, 2018

In attendance: Daron Massey, Wendy Drennan, Lauren Barnak, Pat Callahan, Deb Passios, Hannah Wnuk, Jean Wnuk, Mathew Leonard, and from the Sentinel and Gazette Mina Corpuz

Daron gave a brief history of how the LBA came about and the affiliation with town's resources.

There was a slight recap of last week's meeting with the Pepperell Business Association. PBA has agreed to adopt LBA.

There are 400 registered businesses in Lunenburg. Daron will try to get a list of those businesses.

Lori Massiola wrote the by-laws for the Pepperell Business Association which outlines the objectives, membership dues, elections and the committees and sub-committee's goals. LBA members were asked to look for the link to this 3-page document to review.

There was a discussion about what the goal(s) of the LBA should be.

One goal is to have by-laws drafted for the next meeting.

Discussed a closed facebook group for the planning committee. Decided that the LBA needed 2 facebook pages. One open to the public and 1 dedicated to the planning committee that will be private. Pat Callahan will set that up.

There was a discussion about all the informal groups that exist in Lunenburg. I.E. Lion's Club, Skateboard Park Group, A Horseback Riding Group. What do we want Lunenburg to be known for? Can we market through and to these groups?

Another goal of LBA is to setup a website. Daron will work on this project. A suggestion was made that the website should have a tips and resources section for new business startups.

There was a discussion of using social media to market businesses and having someone come in to speak to the group about how to do this effectively.

Daron announced that there is going to be a tri-town mixer in September.

Wendy is going to post on facebook that the LBA is looking for a web designer/social media person who would be willing to work with the LBA.

Everyone agreed that we (LBA) should be open to anyone that does business with Lunenburg not just businesses that are located in Lunenburg. Open borders policy.

Daron was asked again to be the president. Wendy was asked to be the secretary. Lauren will design the LBA logo with input from the planning committee.

Next meeting will be an evening meeting. Monday August 13th at 6:00 PM. Place to be determined.

Addendum: There is no obvious link to the PBA bylaws on the website. Wendy will write to them to try to obtain a copy and then post to the facebook page.