

BBG Meeting 10/19/11 at Rod 'N' Reel - 40 in attendance

President Pat Carpenter opened the meeting with member introductions

Treasurer's Report from Bill Rowe:

- Money Market Account \$5,100.61
- Checking \$ 289.90
- Paypal Account \$ 2,511.26

- Total \$7,901.77

Major expenses paid during last month:

- Eagle printing – Directories \$5,452.91*
- Advertising in Current \$1,118.00 (offset by member advertising)
- Wounded Veterans \$ 500.00
- Directory Preparation \$ 500.00*

* Non- recurring expense

George Mysior Membership Director:

New membership drive – if a member brings in three new members their membership is free for the next year. George distributed the new Membership Brochure and encouraged members to use it as their recruit new members.

Speaker Christine Finamore, Zoning Planner, Calvert County Dept. of Planning and Zoning

- A comprehensive review will be done which should take about 1 year.
- Would like to have some BBG members join the group that will meet monthly or bi monthly to discuss needs and strategy. Amber Teague will be the BBG Liaison to this Review.
- P&Z will work with the County Commissions on signs, location of signs, and types of signs.

Lyn Striegel suggested that when looking at the regulations there should be an emphasis on the location of the signage if the business is not visible from the main road.

Christine noted that:

- Each town center has its own regulations in addition to county regulations
- Sign regulations are a section in the Zoning Ordinance

Gary Armstrong suggested they look at small town America, and use it as a sample. More legislation is not necessary. We need simplicity and an overall view of what is required.

Process from County:

- P&Z will have a work session with County Commissions to ask for clear direction Nov 1st 2011
- P&Z will meet with interest groups, such as the BBG, to get public input, probably in the Dec or Jan timeframe
- Oct 1st 2011 state law went into effect to fine business owners for their signage. Charging of fines does not take effect until January 2012. Calvert County has been granted by the state of Maryland the authority to enforce sign removal.

Joyce Whitney of Vocalign Partnering with Career Puppy

- Vocal therapy for stroke victims, stuttering, vocally impaired.
- Joy is also with Arghand, the power of beauty. Proceeds from Arghand give back to the youth of Calvert County.
- When you purchase \$100.00 in services or products from Joyce, Career Puppy will give you a free subscription for a year. You can donate it to an organization or give as a gift.

eNews will now be sent on Tuesday evenings. Content is due to Hilary Dailey by Monday evening. Hilary will also sent a meeting reminder email to members on Monday prior to our Wednesday morning meeting.
Friend or “Like” the BBG on Facebook

Old Business:

- Bob Monroe stated the ads in Chesapeake current will be changing location in the paper.
- Diane Burr has informed the BBG that while costs are going up, she will hold BBG's cost at \$38.00 for all card-sized ads, but the ads will be moved from center full page to 2/3 page inside cover. The ad size will not change.

BBG Directory

- Stephanie Cosby and Brian McDaniel were recognized for their GREAT work on the new directory
- Extra copies can be picked up at Lyn's garage at 8906 Bay Ave this week, or the shed behind the Skipjack Cabin on 7th and Atlantic beginning next week. Call to arrange access.
- Copies should be used as a marketing tool for new members.

New Business

- Flood plain map meeting Oct 25th 6:30-8pm at the Chesapeake Beach Town Hall
- If Brian McDaniel has not featured you and your business in the Chesapeake Current, it is an opportunity to get the word out there. Email Brian: brianmcdaniel@comcast.net
- **It was moved by Lyn Striegel and seconded by Stephanie Cosby that we change the time of our meetings to 8:00 – 9:30 am, moving them up by ½ hour. The Motion passed.**
- Holiday parade
 - BBG parade 5th year theme is 12 days of Christmas
 - Parade date December 3rd 2011 at 12:00 noon in North Beach
 - Lyn, Stephanie and Gary will be in charge of the BBG float
 - Your Business can be involved by donating coupons for the giveaway bags; any BBG member can bring their coupons to Nov meeting.
 - More than 100 bags will be handed out so plan accordingly
 - Members are invited to have their own float or “presence” in the parade... Call Pat

Our next meeting will be Nov 16th 2011 at 8am at Herrington Harbour
BBG Holiday Party will be Dec 21st 2011. Site to be determined.

Respectfully Submitted by
Cindy Bliss, Secretary