



Oley Valley Business Association

P.O. Box 25

Oley, PA 19547-0025

www.oleyvalleybiz.org

April Meeting

Our next meeting will be at 7:00 a.m. on Monday, April 24th at the Oley Legion Diner.

OVBA Application

If you are giving an OVBA application to someone interested in joining the association, please be sure to print out the latest version from our website. There is a link to access it at the top of the "new member" page.

Minutes

Call to Order

The March 27, 2006, meeting of the Oley Valley Business Association was held at Yellow House Hotel at 6:30 PM. President Bill Griffith called the meeting to order at 6:45 PM.

Minutes & Treasurer's Report

The Business portion of the meeting began at 7:50 pm. A motion to accept the minutes as published in the March newsletter was made by Doug Kramer and seconded by Frank Morgan. The motion carried.

A motion to accept the Treasurer's report as published in the March newsletter was made by Frank Morgan and seconded by Doug Kramer. The motion carried.

Attendance

The total attendance for the meeting was 13 members and 3 guests, including the speaker. 12 member businesses were represented.



Program



The speaker was Crystal Seitz, President of the Greater Reading Convention & Visitors Bureau. The organization's name no longer includes Berks County because surveys indicated that people recognize Reading, but not necessarily Berks County.

Crystal has been a resident of Alsace Township for 20+ years, and has children attending the Oley School District. She previously worked for Met-Ed for 20 years in labor relations, then for the Red Cross for 2 ½ years, before being asked to head up the Visitor's Bureau.

Crystal offered some statistics about the area – according to 2003 figures:

- Over 9.5 million visitors come into Berks County each year.
- The #1 industry in Berks County is agriculture.
- The #2 industry is tourism – an annual 1.45 billion dollar industry.
- \$855 million is spent in the area annually by visitors – for such things as gas, shopping, etc.

Other facts and information shared by Crystal include:

- The proposed Expo Center at the old Agere building is expected to bring in 3-4,000 people into hotels in the area for each event.
- 20% of the hotel tax goes to the Visitor's Bureau.
- The ICGR (Initiative for a Competitive Greater Reading) was a study done on the Reading area. It determined that there are 3 clusters in the area providing opportunity for economic development:
 1. Entertainment/Hospitality/Tourism
 2. Professional Services
 3. Food Services (now known as Nutrition/Wellness)
- Within the next month or two, there is expected to be an announcement of new “branding” for the area – which would replace the “Outlet Capital of the World” branding.
- River Place Development has a goal of establishing a “community” by the river. The activities, lights, and sense of community will help dissipate crime.
- Visitors come to the area because of the mix of “night life and scenic tranquility”. Draws to the area include: Jazz Fest, Maple Grove Raceway, Antique Extravaganzas, and WWII Days.
- The Sovereign Center has had a huge impact on the area, but not necessarily for tourism or hotels – mainly for the restaurants.

Since Lancaster County has the “Pennsylvania Dutch Country” designation, this area is now listed from a statewide tourism perspective as: “Philadelphia and Its Countryside”.

*Committee
Reports*

Association Mixer

Frank Morgan had no further update.

Scholarship

Doug Kramer did not know how many applications had been submitted on the website. Once the deadline is past, the committee will meet to pick the winner.

Oley Fair

Oscar Egolf reported that he had volunteered to serve as Chair of the Oley Fair Committee, with the purpose of improving our booth and making sure it is manned during the Fair. Sharon Morrow said that Minerva Hoppes had indicated at the last meeting that she would volunteer to head the Committee, but Doug Kramer was not aware that she had done so. Oscar will meet with Doug Kramer and Bill Griffith to discuss what was done in prior years, and then will set up meetings, and hopefully additional members will come forward to help in that effort.

Old Business

Township Signage

Marianne van der Velde reported that Graber Letterin' was having problems coordinating with Penn Dot, but had provided pricing on the signs. A 2-sided sign with posts and installation, up to 4' x 4' size, would cost \$500 per sign. They can be different sizes depending on location, since at least one location is in front of a residence. Marianne is still coordinating with Bob Lesko of the Oley Valley Heritage Association.

New Business

Crystal Drumheller reported that a Youth Football League is starting up. The last time there was junior football was in 1974. The Oley Valley Football Alliance is spearheading the effort to fund a Junior High Football team.

Adjournment

A motion to adjourn the meeting was made by Doug Kramer and seconded by Marianne van der Velde. The meeting was adjourned at 8:10 PM.

Respectfully submitted,

Sharon Morrow, Secretary

**Treasurer's
Report**

*Oley Valley Business Association
Treasurer's Report*

Beginning Balance		\$7,422.66
Interest	3/31/06	3.12
6 Dues	3/31/06	300.00
Scholarship Donations	3/31/06	40.00
5 Dues	3/10/06	250.00
Scholarship Donation	3/10/06	<u>20.00</u>
SubTotal		\$8,035.78
Expenses		
Peripheral Systems #10719		14.49
Oley Valley Community Fair donation		500.00
Oley Valley Community Benefit (pot pie)		100.00
Christmas in The Valley donation		389.40
Sharon Morrow – Web Site		95.40
Oley Valley Community Fair – Book Ad		<u>220.00</u>
Total Expenses		\$1,319.29
Balance as of 3/31/06		\$6,716.49

Total Donations to Scholarship Fund as of 3/31/06 \$685.00

Total Dues collected as of 3/31/06
78 members = \$3,830.00

*Respectfully submitted,
Minerva S. Hoppes, Treasurer*

Humor

Can you imagine yourself the nun that is sitting at her desk grading these papers all the while trying to keep a straight face and maintain her composure! Pay special attention to the wording and spelling. If you know the bible even a little, you'll find this hilarious! It comes from a catholic elementary school test kids were asked questions about the old and new testaments. The following statements about the bible were written by children. They have not been retouched or corrected. Incorrect spelling has been left in.

1. In the first book of the Bible, Guinnessis, God got tired of creating the world so he took the Sabbath off.
2. Adam and Eve were created from an apple tree. Noah's wife was Joan of Ark. Noah built an ark and the animals came on in pears.
3. Lots wife was a pillar of salt during the day, but a ball of fire during the night.
4. The Jews were a proud people and throughout history they had trouble with unsympathetic genitals.
5. Sampson was a strongman who let himself be led astray by a Jezebel like Delilah.
6. Samson slayed the Philistines with the axe of the Apostles.
7. Moses led the Jews to the Red Sea where they made unleavened bread which is bread without any ingredients.
8. The Egyptians were all drowned in the dessert. Afterwards, Moses went up to Mount Cyanide to get the Ten Commandments.
9. The First Commandment was when Eve told Adam to eat the apple.
10. The seventh commandment is Thou Shalt Not Admit Adultery.
11. Moses died before he ever reached Canada. Then Joshua led the Hebrews in the Battle of Geritol.
12. The greatest miricle in the Bible is when Joshua told his son to stand still and he obeyed him.
13. David was a Hebrew King who was skilled at playing the liar. He fought the Finkelsteins, a race of people who lived in Biblical times.
14. Solomon, one of Davids sons, had 300 wives and 700 porcupines.
15. When Mary heard she was the Mother of Jesus, she sang the Magna Carta.
16. When the three wise guys from the east side arrived, they found Jesus in the manger.

17. Jesus was born because Mary had an immaculate contraption.
18. St. John the blacksmith dumped water on his head.
19. Jesus enunciated the Golden Rule, which says to do unto others before they do one to you. He also explained a man doth not live by sweat alone.
20. It was a miracle when Jesus rose from the dead and managed to get the tombstone off the entrance.
21. The people who followed the Lord were called the 12 decibels.
22. The Epistels were the wives of the Apostles.
23. One of the opossums was St. Matthew who was also a taximan.
24. St. Paul cavorted to Christianity, he preached holy acrimony which is another name for marriage.
25. Christians have only one spouse. This is called monotony.

*Humor from
Tom Mitchell*

Subject: Blame

BLESSED ARE THE CRACKED; FOR IT IS THEY WHO LET IN THE LIGHT

Let's see if I understand how the world works lately...

If a man cuts his finger off while slicing salami at work, he blames the restaurant.

If you smoke three packs a day for 40 years and die of lung cancer, your family blames the tobacco company.

If your neighbor crashes into a tree while driving home drunk, he blames the bartender.

If your grandchildren are brats without manners, you blame television.

If your friend is shot by a deranged madman, you blame the gun manufacturer.

And if a crazed person breaks into the cockpit and tries to kill the pilot at 35,000 feet, and the passengers kill him instead, the mother of the crazed deceased blames the airline.

I must have lived too long to understand the world as it is anymore.

So, if I die while my old, wrinkled butt is parked in front of this computer, I want all of you to blame Bill Gates.

*More Humor
from Tom*

This is the actual radio conversation of a US naval ship with Canadian authorities off the coast of Newfoundland in October, 1995. Radio conversation released by the chief of naval operations, 10-10-95.

CANADIANS: Please divert your course 15 degrees to the south to avoid a collision.

AMERICANS: Recommend you divert your course 15 degrees to the north to avoid a collision.

CANADIANS: Negative. You will have to divert your course 15 degrees to the south to avoid a collision.

AMERICANS: This the captain of the US Navy ship, I say again, divert YOUR course.

CANADIANS: No, I say again, you divert YOUR course.

AMERICANS: This is the Aircraft Carrier US LINCOLN, the second largest ship in the United States Atlantic Fleet. We are accompanied with three Destroyers, three Cruisers and numerous support vessels. I DEMAND that you change your course 15 degrees north. I say again, that's one-five degrees north, or counter measures will be undertaken to ensure the safety of this ship.

CANADIANS: This is a lighthouse. Your call