



# Oley Valley Business Association

P.O. Box 25

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[www.oleyvalleybiz.org](http://www.oleyvalleybiz.org)

## August Meeting

Our next OVBA monthly meeting will be held at noon on **Wednesday, August 29, 2007 at Golden Oaks**. There will be a buffet luncheon offered at \$10.95 plus drink or you may order from the menu. The *speaker will be Jeff Osborn, Oley Postmaster. He will give us an update on the new Oley Post Office.*

**NOTE THE MEETING DAY CHANGE TO WEDNESDAYS.**

## Message from Doug Kramer, OVBA President

Yeppers... it is soon time to enjoy those multi-course dinners at the Oley Fair. Finally, to be an adult, allowing the freedom of choice as to which dietary sin to devour first, second, third and so on without having parental guidance or any guilt harbored upon one's craving instincts.

So this year, I am pretty set on a milk shake for my appetizer. The good part is no one will ever know or remember (including me) as to the order of my dinner courses. Well actually that information could slip out during a dialog with another fellow patron standing in line next to me. There is also that good possibility that some evidence of my previous dinner course would be noticed while shoveling those delightful little calories into my face while standing in the "next" line. Oh yea, those steamy, hot, golden, brown, fried in pure lard, french-fries!

So while you are waiting patiently in line this year, eyeing up your next round of calories, don't be shy to strike up a conversation with your neighbor about our great community and let them know about the OVBA and our businesses. Remind them that there are directories at our stand. The Oley Fair! What a great place to be! Hmm... now I am thinking that I may just put all the different food choices in a hat and pick my order of dinner from there.

See you at the next meeting and don't forget to sign up for an hour or two at our OVBA booth.

Douglas A. Kramer  
President

## Upcoming Meetings

**NOTE THE MEETING DAY CHANGE TO WEDNESDAYS!**

*Wednesday, September 26, 2007 – Noon Luncheon,  
Tentative Location - Bridge Inn Pleasantville  
– Speaker: Bob Heckman, Pres. of Oley School Board*

*Please check future newsletters and/or the website for locations and any changes.*

## *Meeting Minutes*

*July 25, 2007*

### **Call To Order**

The July 25, 2007 meeting of the Oley Valley Business Association was held at The Corner Pantry in Limekiln. President Doug Kramer called the meeting to order at 7:38 am.

### **Attendance**

The total attendance for the meeting was 11 members. 10 businesses were represented.

### **Minutes & Treasurer's Reports**

A motion to accept the minutes as published in the July newsletter was made by Jim MacArthur and seconded by Barb Olszewski. The motion carried.

A motion to accept the Treasurer's report as published in the July newsletter was made by Kevin Bieber and seconded by Jim MacArthur. The motion carried.

### **General Business**

#### **Committee Reports**

##### **Scholarship Committee**

A thank you note was received from Brad Smith, the 2007 recipient of the OVBA scholarship award.

##### **Program Committee**

Please submit any suggestions/ideas for future speakers to Stu Kern or Kevin Bieber.

Next Meeting:

**Wednesday, August 29th – 12:00 Noon @ Golden Oaks**

##### **Oley Fair**

Sharon has made a sign up sheet for the Oley Fair and passed it around. Please contact Sharon if you can help man the OVBA booth at the Oley Fair this year.

### **Old Business**

**5 Year Plan** – Doug reported on the ideas that came about as a result of last months planning session regarding 5 year goals for our organization. Some of the goals/ideas that are being further investigated are:

- Membership of 90% of area businesses with at 25% attendance rate at our meetings.
- Possibly use services of Kutztown Association to promote growth
- Expand company profiles in directory and on website (individual pages for each business. Perhaps utilize FBLA for interviewing.
- One-on-one interviews with business owners as to what they want from this organization as polls have not worked in the past.

Andy Kent reported on what has been exceptionally successful with the Morgantown Association. They concentrate on advertising for their member businesses and have social/networking events such as an annual picnic, golf outing, and holiday party. There is always something going on for members.

One very successful project has been a large map with members purchasing advertising around the perimeter. Map must include surrounding area.

This stimulated much discussion and even more ideas such as more community involvement and placemat advertising.

Kevin Bieber suggested that first and foremost we must focus on exposure for businesses and finding members that are willing to volunteer time.

### **New Business**

There was no new business.

### **Adjournment**

Jim MacArthur moved that the meeting be adjourned; Barbara Olszewski seconded it. The meeting was adjourned at 8:31 AM.

#### *Treasurer's Report*

Beginning Balance 06/30/07	\$2,967.10
New Member – Boyertown Publishing	50.00
Susquehanna Bank - money for Ad	<u>150.00</u>
Total Deposits	\$ 200.00
Sub Total	\$3,167.10
Expenses	
Peripheral Systems #11610	<u>16.95</u>
Total Expenses	\$ 16.95
Balance as of 7/31/2007	\$3,150.15

*Respectfully submitted*

*Minerva S Hoppes, Treasurer*