



Oley Valley Business Association

P.O. Box 25

Oley, PA 19547-0025

www.oleyvalleybiz.org

October Meeting

Our next meeting will be a business meeting on **Monday, October 31, 2005, at 7:00 a.m. at the Oley Legion Diner.**

Upcoming Meetings

| | | | |
|----------|-----------|--------------------|------------|
| 11/28/05 | 6:30 p.m. | Yellow House Hotel | |
| 12/26/05 | Noon | TBA | Roundtable |

December Mixer

Frank Morgan has arranged for an OVBA mixer at Golden Oaks on Thursday, December 15th, from 4:30 to 6:30 p.m.

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.

Treasurer's Report

Oley Valley Business Association Treasurer's Report

| | |
|-------------------|------------|
| Beginning Balance | \$4,302.39 |
| Interest | 1.03 |
| SubTotal | \$4,303.42 |

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|---|-----------|
| Expenses | |
| Heffner Printing #33849 | \$ 514.10 |
| Peripheral Systems #10417 | 16.40 |
| Colonial Craft Reproductions (table cover for fair) | 48.00 |
| Speakers lunch & postage | 22.84 |
| Total Expenses | \$ 601.34 |

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|-----------------------|------------|
| Balance as of 9/30/05 | \$3,702.08 |
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New Member: Homes In Berks
Carol L. Reider

*Respectfully submitted,
Minerva S. Hoppes, Treasurer*

Minutes

General Membership Meeting Minutes

September 26, 2005

Call to Order

The September meeting of the Oley Valley Business Association was held at the Historic Pleasantville Inn at 12 Noon. Vice President Doug Kramer called the meeting to order at 12:15 PM.

Minutes & Treasurer's Report

A motion to accept the minutes as published in the September newsletter was made by Mike McCarthy and seconded by Carol Meeker. The motion carried.

A motion to accept the Treasurer's report was made by Kevin Bieber and seconded by Linda Williams. The motion carried.

Attendance

The total attendance for the meeting was 12 members and 1 non-member guest (speaker). 11 member businesses were represented.

Program

Our speaker was Liz Weiss, Executive Director of the Kutztown Area Chamber of Commerce, who shared what their Chamber is doing to draw new members and market their existing members. Liz became the Director in April 2004, at a time when there were 150 paying members. There are now around 250 members. Initially, they thought of themselves as a "Main Street" Chamber, but she has changed the focus to an "Area" Chamber. 30% of their new members do not have Kutztown addresses.

Soon after taking office, she discovered that Kutztown University students have \$1 million per month in disposable income, but they were not spending it locally, rather they were spending it in Reading and Allentown. So, she went to the University to find out how to tap into it. 3 weekends ago, they had a Community Expo, where 60 chamber members were represented. Students and parents passed through their tent, and they gave away gifts as a way of introducing the students and parents to their local businesses. Another initiative that is still in the prototype stage is a "Yellow Pages" booklet that features every Chamber business. They will produce 7000 copies and they will be given to the University students. They have also put together a program in conjunction with the Small Business Development Center at Kutztown, providing free advice to small businesses relative to marketing, advertising, etc.

The Chamber has a breakfast or luncheon once a month, and usually have 60 or more members who attend. They also have monthly meetings of the Executive Board and Executive Committee, as well as Committee meetings throughout the month. They had a

picnic, at which they were expecting 20-25 members, but 115 showed up.

Liz feels that one thing that makes the Chamber successful is that she is accessible to the members and to people calling for information on the area. When asked for recommendations, she only refers people to Chamber member businesses. She also refers people to their website rather than sending out information packets. She works part-time, paid for 15 hours a week (although she usually works twice that amount).

She feels that local organizations (including Oley, Fleetwood, Hamburg, Kutztown and Topton) need to get together and organize a common event, since it is better use of everyone's advertising dollars. So she is concentrating on outreach to other areas, rather than trying to absorb other organizations into the Chamber.

The Chamber has also taken a proactive stand on the 222 Bypass. She read in the paper that it was being driven by the Berks County and Lehigh Valley Chambers, so she contacted PennDOT and the Berks Economic Partnership and told them that the bypass was going right through their own neighborhood, and they should have a say in it. They don't want to stop it from happening – they just want input to insure the least amount of impact to their businesses. She found out that the bypass is not even on PennDOT's 20-year plan. They have met with various organizations in the area, and have letters of support to eliminate the need for a "study", with the intent of at least getting it into the 20-year plan, after which they can lobby to move it up.

Committee Reports

Program

October 31 will be a business meeting, at 7 AM, at the Oley Legion Diner. For the November meeting at Yellow House Hotel, there will be a surprise guest, and everyone is encouraged to attend.

December's meeting on the 26th will be a lunchtime meeting, tentatively a roundtable discussion, location to be determined. Please check the website closer to the actual meeting dates for the final word on times and locations, in case there are any changes.

Old Business

Township Signage

Marianne van der Velde reported that she contacted Bill Griffith, who said that the Township was not planning to do anything concerning signs announcing entry into Oley Township, so she proceeded to research it. She contacted a local sign company, but was told that all signs had to go through PennDOT. She also contacted the PA History Museum Commission and was told that the state might cover half the cost, so the cost to the Association would be around \$1200 -

\$1600. These are dark blue markers that may not be as visible as we would like. When she contacted the Allentown office of PennDOT, she was told that the Association needs to submit a letter, explaining what we want, the size, content and location – as much detail as possible – and it would have to go through the PennDOT approval process. If approved, we would be required to go through a PennDOT-approved sign company. No costs were available on this option. Stu Kern suggested that she contact the Heritage Foundation in Oley, and possibly the Township Supervisors to see if we could work with them on this. Approximately 15-20 years ago, several township signs were posted. There is one remaining near the Pleasantville Diner. Someone thought that the Women’s Club posted those signs.

Marianne agreed to continue to take the lead on this, but asked for ideas and input from members, specifically relating to the size, content and location for these signs.

Christmas in the Valley

Roxanne Stauffer reported that the Committee for Christmas in the Valley would welcome our support in the form of paying for the postage for their newsletter. The newsletter would include mention of our financial support. She estimated the cost at \$400, based on previous years. Sharon Morrow moved that the Association pay for the actual postage cost. Minerva Hoppes seconded it, and the motion carried. Roxanne will submit those costs to the Treasurer once the newsletters have gone out.

Blood Drives

Carol Meeker from Miller Keystone Blood Center reported that there would be a blood drive in Spangsville. Details on this drive, as well as others around the area, can be found at: <http://www.giveapint.org>. (*Note: click on “Where are we today?” under the truck on the left hand side of the home page after entering the site.*) It was suggested that we post a link to this site on our website. (*Note: it is already available when clicking on Miller Keystone Blood Center in the Member Directory.*)

Holiday Home Tour

Marianne van der Velde reminded members of the Holiday Home Tour being held by Coldwell Banker Landis Homesale Services, to benefit their sponsorship of a Habitat for Humanity Home. Marianne’s Oley Valley home is on the tour, and is being decorated by Christa’s Country Creations in Oley. The cost for tickets is \$20, and you have 3 days to get through all the homes on the Tour. If interested, contact Marianne at (610) 372-3200 ext. 3081.

New Business

Stu Kern brought copies of "The Country Register", a statewide publication available at Visitor Centers coming into the state, in which the Shops of Oley placed a one-page ad. The group saved money by going together on the cost, and Stu recommended that Association members consider this. He also reported that the group was holding an Oley Shopping Tour on October 7-9, and again the weekend prior to Thanksgiving.

Doug Kramer asked Tom Mitchell to approach the Executive Board with the possibility of the Association hiring a part-time Executive Director, similar to what is done by the Kutztown Area Chamber of Commerce.

Adjournment

A motion to adjourn the meeting was made by Stu Kern and seconded by Tom Mitchell. The meeting was adjourned at 1:05 PM.

*Respectfully submitted,
Sharon Morrow, Secretary*

*Humor from
Tom Mitchell*

Ponderisms

1. I used to eat a lot of natural foods until I learned that most people die of natural causes.
2. Gardening Rule: When weeding, the best way to make sure you are removing a weed and not a valuable plant is to pull on it. If it comes out of the ground easily, it is a valuable plant.
3. The easiest way to find something lost around the house is to buy a replacement.
4. Never take life seriously. Nobody gets out alive anyway.
5. There are two kinds of pedestrians: the quick and the dead.
6. Life is sexually transmitted.
7. An unbreakable toy is useful for breaking other toys.
8. If quitters never win, and winners never quit , then who is the fool who said, "Quit while you're ahead?"
9. Being healthy is merely the slowest possible rate at which one can die. The only difference between a rut and a grave is the depth.
10. Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks.
11. Some people are like Slinkies . . . not really good for anything, but you still can't help but smile when you see one tumble down the stairs.
12. Health nuts are going to feel stupid someday, lying in hospitals dying of nothing.
13. Have you ever noticed since everyone has a camcorder these days no one talks about seeing UFOs like they used to?
14. Whenever I feel blue, I start breathing again.
15. All of us could take a lesson from the weather. It pays no attention to criticism.
16. Why does a slight tax increase cost you two hundred dollars and a substantial tax cut saves you thirty cents?
17. In the 60's, people took acid to make the world weird. Now the world is weird and people take Prozac to make it normal.
18. Politics is supposed to be the second oldest profession. I have come to realize that it bears a very close resemblance to the first.
19. How is it one careless match can start a forest fire, but it takes a whole box to start a campfire?