**Treasury Support**

* **Account balance: $1,933.40.**
* **The group is not doing a good job spending the money.**

**Lead Updates**

* **Mr. Paul is still the leader, with one week left in the quarter.**
* **He will be at an insurance convention next week.**
* **Members are encouraged to submit leads via email.**
* **Seema and Mr. Fraser have submitted leads.**

**Events**

* **Women's Business Council Quarterly Educational luncheon today at Stonewall Golf Club from 11:30 to 1:30.**
  + **Speaker: Carla D. Bass, author of "Right to Influence."**
  + **Topic: The power of writing.**
  + **Cost: $35 (includes lunch and presentation).**
* **Ribbon cutting for Pool Blue LLC in Warrenton on Thursday, June 19th, from 1 to 3pm.**
* **Professional development book club meeting on Friday, June 20th, from noon to 1:00.**
  + **Book: "Essentialism: The Pursuit of Less."**
* **Coffee and Commerce on Friday, June 27th, from 8am to 9am at Starbucks in Bulton.**
* **July's after five will be at Splendid Smiles Dental Studio in Warrington.**

**Pool Blue LLC**

* **Pool Blue LLC is under new ownership and has moved locations.**
* **They were originally Paying Pools next to the Food Lion.**
* **They are now next to the Tropical Smoothie.**

**Spending Money Discussion**

* **Last time money was spent was $600 for the ball awards.**
* **The group is almost back to the original amount.**
* **The question is how to invest in opportunities to grow the group.**
* **Last year, the group tried the first Friday event, but it was not successful.**
* **"The resounding result, consensus of that was not worth our money, not worth our time, not worth our effort perhaps..."**
* **Other lead shares require payment to join.**
* **Some lead shares tour different businesses.**
* **Word of mouth is bringing in a lot of people to lead shares.**

**Chamber Events & Networking Opportunities**

* **Speaker wants to share about the Chamber and its programs at networking organizations.**
* **Suggests Tuesday Lead Share could present at events like Ignite to talk about the opportunity of joining.**
* **Mentions Grow and Buzz as another networking group that could be sponsored if they have events locally.**

**Partnership for Community Resources**

* **Lisa suggests the Partnership for Community Resources meets upstairs on the first Friday of the month.**
* **Opportunity for presentations, no sponsorship or food, but it's an hour and a half meeting with different businesses.**
  + **It's open to both nonprofits and for-profits.**
  + **Purpose is networking.**

**Open Networking Event & Consistency**

* **Suggestion to host an open networking event, inviting other groups and the chamber at large.**
* **Consistency is key; invest money into something that can be done repeatedly.**
  + **Example: Sending someone to represent Tuesday Lead Share at monthly meetings like new member orientation.**

**BNI & Motivation**

* **Speaker appreciates what works in BNI (Business Network International) but doesn't want to be in one.**
* **Focus should be on spending money wisely to grow the group and motivating people to come.**
* **After 5 events have hosts, but Tuesday Lead Share could sponsor and get "15 minutes of fame."**

**Sponsorship Opportunities**

* **Business networking luncheons are $50 sponsorships.**
  + **Includes a table to hand out materials.**
  + **Logos and links included in emails and social media.**

**Collateral & Marketing**

* **Need collateral for Tuesday Lead Share to use at networking events.**
* **At events, everyone introduces their business quickly, but sponsors get more time.**
* **Suggestion to develop collateral and consider branded items like shirts.**

**Tuesday Lead Share Name**

* **The speaker questions if the name "Tuesday Lead Share" is too vanilla and if a snazzier name would be better for marketing purposes.**
* **The speaker explains that the name is confusing and requires explanation.**
* **It is suggested to include "Bach Chamber" in the name to provide more context.**

**Sponsorship Opportunities**

* **E-blasts are available for $100 and have high open rates (above 40%).**
  + **A fully customizable Tuesday Lead Share E-blast can be created.**
* **Sponsorships for Women's Business Council events are available for $250 (two events remaining at $125 each).**
  + **A banner featuring sponsors is displayed at the beginning of the year, but the group's logo could be included.**

**Chamber Membership and Target Audience**

* **The Chamber has approximately 440 members.**
* **Lead share groups have an average roster of 20 members, representing about 20% of the Chamber membership.**
* **The target audience for Lead Share is primarily Chamber members.**

**Strategic Plan and Exposure**

* **A strategic plan is needed to maximize the impact of marketing efforts.**
* **Reaching prospective members multiple times in different ways is important for brand recognition.**
* **The speaker suggests starting with an E-blast during the summer months when events are slower.**
* **The group can be the sole sponsor for the next business networking luncheon in September.**

**E-Blasts and Evaluation**

* **E-blasts can be used to collect data and evaluate engagement.**
* **The speaker suggests following the "pie" method: plan, initiate, evaluate.**
  + **They feel the group plans and initiates, but doesn't always evaluate.**
* **E-blasts can track QR codes, links, and pictures to see what people are gravitating towards.**

**First Friday Events**

* **The speaker suggests only selecting things that the group is actually going to do.**
* **There were two First Friday events, one of which was rained out.**
* **The target audience for First Friday events is B2C, not business-focused.**
  + **One event was teacher-focused, with highlighters and erasers.**

**Spending and Charitable Contributions**

* **Sponsoring luncheons and E-blasts don't require much effort from members.**
* **The speaker suggests doing something charitable in the community once a month or quarter.**
  + **This shows the group is community-minded.**
* **Wednesday Leisure will invite a non-profit once a quarter and donate $100.**
  + **There have been problems with contributions in the past because some people didn't agree with the cause.**
  + **It was suggested that the vote should be transparent and done before the donation is made.**

**Motions and Messaging**

* **A motion was made and seconded to spend $100, and it carried.**
* **A motion was made and seconded to do the E-blast through the chamber.**
* **The group needs to develop a clear message to reach out to people.**
* **The group needs to get collateral, such as flyers and brochures.**
* **Benjamin can draft an email, and the group can review it together to ensure everyone is on the same page with the messaging.**
  + **After the email is sent, the group can look at what performed well and reevaluate the call to actions.**
* **The sponsorship includes the E-blast, but not social media.**

**Member Spotlight/E-Blast Discussion**

* **Recommendation to do a Friday member spotlight or use the Monday morning business break.**
* **Open rates for emails are above 40%.**
* **The Friday member spotlight and E-Blast are the same thing, just different names.**
  + **The Friday member spotlight is an email that costs $100.**

**Vote on Friday Member Spotlight**

* **A vote was held on the Friday member spotlight.**
* **One member voted nay, feeling it wasn't a direct call to action and wouldn't motivate people to visit or join.**
* **The motion carried, but there was a suggestion to include a call to action, specifically "come visit" instead of "apply."**

**Alternative Marketing Avenues**

* **Suggestion to look at other marketing avenues and consider charitable donations.**
* **Email blasts are seen as passive compared to sponsoring a business luncheon where there's direct interaction.**
* **Need to understand the motivation behind people opening the emails to make them more impactful.**

**Importance of Connection**

* **Lead shares are most successful when inviting people and making connections.**
* **Email is just one layer of marketing, like email farming, which requires multiple touches.**
* **Question raised: Why doesn't the email blast include social media?**

**Social Media Integration**

* **Social media could benefit the business and improve website SEO.**
* **The Chamber puts new businesses and business cards into their email system, reaching both members and prospective members.**
* **A real promoting lead shares in general was created.**

**Chamber's Social Media**

* **Putting the spotlight on the Chamber's social media doesn't cost additional money but requires manpower.**
* **The Chamber can handle social media, or it can be tasked to a member who specializes in social media.**

**Lead Share Promotion**

* **Promoting all lead shares, not a specific one.**
  + **This would be the chamber's job.**

**Brainstorming Session for Nonprofit Support**

* **Judd's idea: nonprofit quarterly plus donation.**
* **Carve out 15 minutes in the next meeting or the meeting after for brainstorming ideas to post on social media.**
  + **Should be a sponsored post by the Chamber.**
* **The Chamber doesn't post their E-Blast, so those active on social media should post on their business or personal pages.**
* **Topic for 15 minutes next week: Where do we want to put our non-profit support behind?**

**Announcements**

* **Vacation for two weeks.**
* **Friend visiting:**
  + **Visited Reni, who has dementia.**
  + **"Rene, as we know from our dementia. Training. Was repeating herself a lot. Couldn't remember what she had for lunch. But overall was really doing very well and they enjoyed it."**
  + **Thoughts and prayers for Glenn, her husband.**
  + **Reni's sister Jean has moved in with them.**
* **Reni had dementia when she left Lyche but was disguising it well.**
  + **She was in lead share and ran the MEC until she retired.**

**Closing**

* **Think about the nonprofits to support.**