

Brownsville Chamber
General Members Monthly Meeting
April 8, 2010



Meeting was called to order by past President Sharon McCoy, Minutes from last meeting were approved, and Treasurer's Report was given by Treasurer, Nell Hanft.

Marketing Manager, Bridget Sheffler opened the meeting by introducing herself. She gave a report on the work she has done on the Oregon Country Trails (OCT) and also gave a report on Top Ten Low-Cost Ways to Market your Business. Oregon Country Trails, "a trail in a box," is a concept whereby all businesses in a given area cooperate and join a specific trail. The idea is to market your business in a way never broached before, by providing locals and tourists a trail to follow, providing them with maps, open times, what to buy, and event info. Maps are distributed at all Dairy Mart locations, the Linn County Museum, and The Nest. The trails are self-guided, drivable routes to introduce people to business's they might not have had reason to visit before. The Brownsville Chamber has joined, as has The Nest B&B. People going on the trail will be given a map and welcomed into the business establishments to learn what the business is about or selling. Last month the Brownsville Chamber introduced Danuta Pfeiffer, who created the idea of OCT. OCT is growing at a rapid pace as it started with only 60 members and grew to about 300 in a couple of months. Visit the very interesting website at www.oregoncountrytrails.com for more information of available trails and events happening this summer.

Ms. Sheffler passed around the information on "Top Ten Frugal Ways to Market your Small Business". If you missed getting a copy, please contact the Chamber secretary at ananteeker@yahoo.com and I will send you one. Ms. Sheffler described that most small business are built on a budget, with most available funds used to buy technology, additional phone lines and marketing materials, such as business cards. The article she passed around described ten low cost or no cost tips that will help you get your first customer and build your business.

Events Report: Stand by Me Event Chairperson, Linda McCormick gave an update on the event that will be held July 24th, from 11AM to evening. Ms. McCormick has created a walking tour to use during SBM. They are working to get sponsors for the Cruise In and also the help defray the cost of showing the movie in the park. Carlson's agreed to let them use their flat bed truck to hold the movie screen. They will build a frame for the screen so they can put it up and take it down, making it portable. Ms McCormick said they are in need of someone to help them create a poster for the 25th Anniversary. If you are interested please go to the Chamber of Commerce Website.

There was discussion about sending out letters to local restaurants before each event to let them know when the event is and how many people may be expected. Natalie Wade from the Brownsville Tavern will also be making sack lunches available to the public.

Antique Fair update: Joe Dezurney and Nell reported that the Antique Fair is going to be held in the park again this year. We had lots of comments last year about how nice the move was and Pioneer Park was perfect for such an event. We will be selling sandwiches and snacks in the park since it will be so convenient having the pavilion kitchen right there. Stan Hanft and Kathleen Swayze will be in charge of the food booth.

Kathleen Swayze mentioned the "Welcome to Brownsville" sign that is by the bridge. She wanted to know if we can partner with the City to change the sign and we decided to wait until the Gateway Project and see what is needed.

The Farmers Market opens Saturday, April 17th. They will be celebrating the opening by holding a Square Dance in the Rec Center from 7:30 to 9:30 on April 9th, 2010. Cost is \$10 per person or \$20 per family of 4.

Mart Cross mentioned the American Legion is looking for a seamstress to help them change the patches to Brownsville Post. Anyone interested please contact Mart Cross.

The meeting was adjourned.

Next meeting to be held May 13, 2010 at 8AM at Randy's Main Street Coffee.