

Martin Business Association - Meeting Minutes

Tuesday, May 11, 2010 City Courtroom, City Hall

7:30 to 8:30 a.m.

Breakfast: Members helped themselves to breakfast provided by Don Edwards and Cardon Locksmith.

- **7:33 Opening** – Nan Rountree, President
Thanks to Don Edwards with Cardon Locksmith for breakfast for all MBA members and guests. Rountree explained the purpose of Martin Business Association.
- **Martin Introduction and Happenings:**
Members introduced themselves and updated others on information important to them. [Click here to read more on the Member Updates](#) or continue below with the meeting minutes.

Mayor's Report: Randy Brundige

The Mayor announced the opening of the annual carnival this week at the Martin Park and Recreation Complex. He talked about the Martin Co-Op expansion which involves a 1.8 Million dollar fertilizer plant that will add 50 new jobs to the community and will be located be at the old YMBC plant. He said the city is building the access road which includes widening at the entrance to the Co-Op at Ellis Street. Brudidge said that the access road project is costing the city very little money due to a matched grant of \$25,000 from the state.

Brundige continued saying that the Weldon Library is opening up two new open story hours on Monday and Wednesdays at 10 a.m. for 3 and 4 years old to accommodate the growing number of children enrolled in the program. Sign up at the Children's Library section downstairs. The Mayor then provided a Soybean Festival update announcing that the city was working on confirming the band, 38 Special, as the Friday night act. He closed his report with an announcement about UTM's new "Maymester" which he said creates the opportunity for students to remain in town and attend an additional summer session beginning after the end of spring semester and before the traditional two summer session schedule. The mayor added that college students staying in town helps our businesses and, overall, our community.

Brundige then fielded questions on the Disc Golf Course which is slated to open during this year's Soybean Festival. The venue is located at the Harrison Road Park location.

- **Announcements:** MBA Partnering with The REED Center: Hollie Holt

Holt invited members to the upcoming MBA Mix and Mingle on May 24 at the REED Center. She said brochures and postcards have been distributed to help promote the event. The REED Center is located across from Radio Shack and Edward Jones. The Mix and Mingle is from 5:30 to 7:30 p.m.

Holt then announced a new event, an MBA Lunch and Learn series, which emerged from the recent meeting of the MBA Long Term Strategic Planning Committee, and involves a collaboration between MBA and The REED Center. The first Lunch and Learn is scheduled for Tuesday, June 15 from noon to 1 p.m. at the REED Center. The program is titled "Customer Service. It's All About the Guest in Your Business." Cost is \$10 per person to be paid at the door, and a catered lunch by MBA member, Rene Kimsey, will be provided. Seating is limited to 18 attendees, so it is a first come, first serve registration, and the deadline to register is June 11. Call the REED Center at 587-7333. Holt passed around flyers for members and also passed out a questionnaire for topics of interest for upcoming Lunch and Learn events to gather member feedback. Holt said the Lunch and Learn series is scheduled to be held once every other month. Holt added that The REED Center has the resources to also provide the seminar on site at members' business if needed.

· **Other Activity Announcements:** Nan Rountree

The Everett Airport Groundbreaking ceremony was held recently and several representatives from MBA joined others from the region to celebrate the event. Director Jo Ann Speer honored Weakley County saying this expansion would never have happened with the outstanding contribution of Weakley County to this business development. Rountree added this expansion should provide a boost to our economy.

Rountree encouraged members to attend the Everett Airport Show to be held at the end of this year's Martin Soybean Festival. For air show enthusiasts, rides will be offered on a historical C-18 plane.

· **MBA Meeting Speakers:**

Tracy Rutledge, Instructor of Visual Communication and Public Relations, UT Martin Department of Communications, 307 Gooch Hall

Rountree thanked MBA member, Rita Mitchell for keeping members in touch with UTM saying Mitchell invited Tracy Rutledge to be our speaker this month. Rountree congratulated Rutledge on being just four weeks away from gaining her doctorate degree.

Tracy Rutledge: Maximizing our Marketing Budget: Tracy's Top 5 Tips for Effective Advertising.

Rutledge opened her presentation stating that problems in effectiveness of advertising usually go back to how people are writing their ads. Ads should be written to be persuasive not designed to be

informative. She said she was providing a crash course today on advertising with a focus on the writing part of advertising. Rutledge concluded her presentation with the announcement that every semester her advertising class takes on a client as a class project. Drop her an email at trutledge@utm.edu because they are looking for a client. She also provided a copy of her presentation to the members. [Click here for the presentation.](#)

Alan Carey – The Current State of Health Insurance. Due to time constraints, Alan Cary of Carey Insurance graciously agreed to move his speaking engagement until next meeting. Cary mentioned that Cary Insurance is now a full service insurance company. He introduced Vicky Hazlewood as an excellent partner in providing quality service to Cary Insurance customers. He said Cary insurance is located across from Walmart at the Glenwood Subdivision entrance.

Committee Reports

Membership Highlights: Chris Moore announced that MBA is now working with a UTM internship program to help provide writing the member highlights for our members. Rountree added that one benefit of membership in MBA is a member spotlight in the WCP and on our website. MBA has had difficulty in the past getting businesses to write their business highlight. The guidelines to MBA Member highlight are on the website at: www.martinbusinessassociation.com .

Membership-Roger Donaldson introduced an MBA member who works for a Swedish company located here in Martin. Jeff Floyd, who serves as president of Elme Americas Incorporated located at 143 Industrial Park Drive just down from MTD, talked about Elme Americas, Inc. The company serves as part sales and service office for the Elme Sweden factory that builds crane attachments for moving shipping containers. The company also provides warehousing for spare parts for these machines. They have been in Martin for five years. Their phone number is 588-0220.

Donaldson then introduced MBA's Newest Member: Eric Devries, owner of Mid South Detailing and Accessories located at 404 N. Lindell Street. Phone number is 588-2568. Services include: Auto Detailing, Window Tinting, Auto Accessories and more. Email at midsouth@frontier.com.

Membership Directory : Carol Guest announced that there are updates to the Membership Directory available listing new members. Please take and add to your MBA Directory Booklet.

Church and Community: Dee Pritchett announced that there is a Nathan Herron concert scheduled at Central Baptist. There is a Block Party on June 8 at Martin Housing Authority. There is also a UTM OVC Softball tournament scheduled for May 13 – 15th. UTM is the OVC Women's Champions and needs to be congratulated. First United Methodist is hosting a Marriage and Singleness Seminar on May 21 and 22.

Mix and Mingle Events: Rountree passed around a sign in for the May 24 Mix and Mingle to help the In-Touch telephone committee with their phone calls. Rountree mentioned that the MBA Mix and Mingle events falls under the Martin Community Development Office headed up by Kimberly Craddock. Rountree thanked the city for including the MBA Mix and Mingle functions in the city budget for the past three years.

Long Range Strategic Planning–Rountree updated members on the planning activities that took place recently which included the set up of the upcoming MBA Lunch and Learn Series, an MBA and REED Center collaborative effort. The committee is comprised of Steve Westenhofer of Volunteer Community Hospital, David Sudberry of Frontier Communications and Sam Lewallen of First State Bank.

MBA Website – MBA ads are available on July 1. \$100 for ad to be on the site for three months. Ads on the website also provide a link to your company website.

Final Announcements: Nan Rountree

Member Highlight Table – Rountree encouraged members to place information about their business on the front table before the MBA meetings. Members can provide flyers, ads, cards, etc. Feel free to leave and our committee will store and bring back next time for display.

Rountree thanked Don Edwards of Cardon Locksmith Company for the breakfast, and she adjourned the meeting at 8:34 a.m. There were 52 members present.