

Martin Business Association - Meeting Minutes

Tuesday, July 13, 2010 City Courtroom, City Hall

7:30 to 8:30 a.m.

Breakfast: Members helped themselves to breakfast provided by Cary Insurance.

- **Opening Remarks: Nan Rountree, President** Rountree opened the meeting at 7:30 a.m. in City Courtroom downtown by thanking Alan Cary with Cary Insurance for the wonderful breakfast they provided to our MBA members.

Rountree reported that June was wonderful month packed with activities. MBA hosted their first Lunch and Learn with partner, The Reed Center, and a great Mix and Mingle at Brandy's Restaurant.

Rountree thanked Kimberly Craddock for her work on both of these events, and she discussed other recent events: Olivia Wilson at the Opera House kicked off her summer season GAP Parties in June bringing in hundreds of people, many who were out of town guests; First State Bank celebrated their grand opening; and, saving the best for last, the City celebrated the ribbon cutting of the new City Municipal Building. Rountree added everyone can now look forward to showing off the city building to out of town guests, so congratulations to the mayor and city staff.

Introductions and Events: Rountree introduced this portion of the meeting as members' opportunity to tell this group something new about their business. She encouraged members to share. Click here for [Introductions and Events.](#)

Mayor's Report: Randy Brundige

The mayor reported that the city is working on completing a small walking track around Harmon Field. Nice update for the area, and the neighborhood is excited about the changes. The Disc Golf Course at Harrison Softball Field has nine holes now open. He said the sponsorship plaques for each hole are not in yet, but play is open. Brundige said he had a report that a group visited Martin specifically to play on the course last weekend, and they are planning to return during the Soybean Festival Disc Golf Tournament. He said this is a good example of a project bringing new visitors to our town.

The ongoing renovations on the downtown project should be nearing completion by August. Brundige then said another project involving a new stop light system and crosswalks in front of the First United Methodist Church should be getting underway soon.

The mayor closed his report with an update on the Soybean Festival. All acts are signed, and the

webpage has all the information. Brundige asked for questions. Audrey Roberts commented on the beautiful light poles in the city. Alan Cary asked about new businesses in the city. Brundige mentioned that Cindy's Place Flowers and Gifts on 312 N. Lindell has opened. Huddle House, in front of Comet Cleaners, and Dollar World, located in the old Verizon Wireless location, will be opening soon. He said the Looking Glass Coffee and Curiosities located downtown across from the Opera House will open August 16. Unger & Godwin Attorneys at Law remodeling project, which combined two office buildings, at 409 S. Lindell downtown is almost completed. Roger Donaldson also added a glowing referral for Don Edwards of Cardon Locksmith for the work Edwards has been doing on Donaldson's apartment locks.

MBA Meeting Speaker: Jeff Kelley – Assistant Superintendent, Weakley County School System Update

Kelley commented that Superintendent Randy Frazier would have liked to attend today, but he was on a vacation/combined visit to attend a UTK Freshman Orientation with his daughter.

After a humorous story opener, Kelley announced that exciting things were going on in the Weakley Co. Schools system. He said the district office was busy with filling the last of the one or two personnel openings available now. He updated members on enrollment numbers citing that overall enrollment for the schools was down slightly from last year with almost 4700 students counted for last year. This year's numbers dropped approximately a total of ten or twelve students for K-12th grades. And, he said the total number did not include the 140 pre-school students served by the school system. Kelley then took a minute to praise the people involved in the county's pre-K program for successfully preparing many young students for kindergarten.

Immunization Requirements: Kelly talked about the new immunizations requirements for students entering K or 7th grade. He told member that if anyone had questions about these shots to please visit a family physician or the health department to insure shots were up to date. He said the required shots were: Tdap and varicella boosters for 7th grade students, and a verification of an episode of chicken pox or a verification of a second dose of varicella vaccine for Kindergarten students.

Race To The Top Funds: The second topic Kelley said was probably of interest to many was the Race to the Top funds received by TN and Delaware. He said the states were excited to receive this money, and he attributed some of the reason TN was a recipient of the awarded money was because of the work of Tim Webb, our Commissioner of Education in Nashville, along with Gov. Bredesen. Kelly discussed how the 1.2 Million awarded for use in the Weakley County school system translates to the benefit of our school children.

He began by reviewing a few highlights on how the school system will be spending this money over the next four years. Kelley said that the belief of the administration in Weakley County schools was

that the classroom teacher is the most important factor in the education of a child. Quality classroom instruction is essential. He said some school systems are using the funds to hire additional teachers, with the understanding that they may not be able to continue the employment of these additional teachers once the monies are spent. However, the Weakley Co. School system has elected to use their funds under the guidelines of empowering existing teachers in their jobs. He praised this approach as a good use of money because he said the program provides long-lasting benefits even after the monies have been spent.

Pacing Guides: He cited one example of a good use of money was in the creation of Pacing Guides that teachers can use in their classrooms to help with consistency in teaching methods and standards across the county. The funding will allow the teachers to create these pacing guides at times where it will not interfere with regular classroom instruction.

Mentoring Program: He also said he was excited about the system's new Mentoring Program. In the past, two mentors have been assigned to every new teacher just to help them with basic building orientation. Kelley said that in addition to this assistance, about 50 Master Teachers throughout the system will now mentor new and struggling teachers. The Master Teachers have now all completed a two-day training program to equip them with skills in mentoring our system's new and struggling teachers. Kelley said the mentors will be working with these teachers on instruction based programs, for example, programs on classroom management and differentiated instruction, which recognizes that all children learn at different levels. He added the grant money was also used to purchase the PD360-Professional Development program giving teachers access to unlimited numbers of professional activities for development that are accessible to the teachers on their computers.

Dress Policy: Kelley moved on through the presentation saying the board has received several calls already through the summer about the policy. Although not an outright uniform policy, Kelley said the system was moving to a little more standardized dress code. He shared that several students modeled examples of this dress policy to attendees at a recent school board meeting and received approval from the group. The entire policy can be read at www.weakleycountyschools.com. Kelley said this program was designed to help provide a more orderly and positive learning environment and was a positive move for our schools system.

Kelley closed asking for questions. Barbara Virgin of the Weakley County Chamber of Commerce asked Kelley to talk about the smart board technology and distance learning offered in the county. Kelley said there had been recent additions of over 50 Promethium Boards to teachers throughout the county. He urged members to ask their children's teachers to get a first-hand account of how helpful these boards are. He described the products as interactive white boards with camera and computer connectivity and touch pad technology. He said the teachers are so excited to have these boards in their classrooms and demand to use the boards is up among the teachers who didn't receive

them last year.

Kelley then added that the Distance Learning Program in the Weakley County School system offers virtual fieldtrips to places all over the world. He said all high schools have this capability, and he mentioned this program provides opportunities to teach additional classes that may not be offered in our schools. For example, he said one administrator is looking at offering an advanced Spanish course through distance learning if he is not able to employ a certified teacher for that position at the school. He also mentioned that Westview High School is using this system with Greenfield and Gleason high schools to conduct physics classes. All four high schools have partnered with either UTM or Jackson State Community College to offer college credit courses, as well, through the distance learning technology.

Committee Reports:

Long Range Planning - Steve Westenhofer

Rountree introduced Westenhofer stating that the focus of the long-range planning committee was to develop a roadmap designed to strengthen MBA. She said there are many key elements of the plan none of which would be possible if Mayor Brundige had not given his and the city's support. This support includes a commitment of many of the work hours of Kimberly Craddock to support marketing efforts.

Rountree said even more major work will be done over the next month to take members' suggestions and prepare a final plan for a vote at the August meeting. She asked members to give thought and send any suggestions to a board member's email or simply call.

She thanked the committee: Chairman Steve Westenhofer, CEO Volunteer Community Hospital, Tommy Legins, ATA Accounting Firm, Audrey Roberts, Vice President of MBA, Warner Pace of the Lindell, Sam Lewallen of First State Bank, David Sudberry of Frontier Communications and Nan Rountree of Rountree Business Equipment. Copies of the draft of the Long Range Planning Document were passed out with a reminder that this plan would be voted on during the August meeting. Click here to view the [Long Range Planning Draft document](#).

Westenhofer opened stating that if MBA is going to accomplish a lot in the future, then it is important to have a plan to make this happen. He then reviewed the primary goals. He mentioned that seed money from the city was provided to start up the organization, but it was provided on a limited basis with the intentions that the association would become self-sufficient at some point. He said the MBA was also limited as an organization because of its total dependence upon volunteers who were only able to provide so many work hours toward MBA. Therefore, one of the goals of the plan is to add a part-time paid position to handle some of the administrative and marketing duties necessary for the success of the organization.

Westenhofer continued with a review of a goal toward initiating a paid MBA membership with a graduated fee that will be charged in year two and increase again in year four. He then also highlighted plans to utilize funds in the first year to run a promotional campaign on spending locally and to build on the educational benefits offered to the members through the recent Lunch and Learn series. Westenhofer closed with a reminder that members had the next month to review the document and voice questions or concerns before a vote would be taken during the August meeting.

There was a question from the floor on how many MBA members are active now? Rountree said that MBA had approximately 210 members with about 80 active either in regular meetings and/or other outside activities. She also mentioned that MBA receives a huge response from others with our email activity because members have indicated that they like to be kept informed of what is going on in the city. Rountree said the focus of the long-range committee when looking at membership fees is that if the membership feels the organization is not providing the benefits to cover the fee than more study should be given to addressing this issue.

Rountree added that the Mayor has also committed a huge percent of Kimberly Craddock's time to Martin Business Association to help for the next year until MBA can afford to hire someone in year three. She said MBA also needs additional advertising dollars to promote Martin locally. Comments from the room included one member stating she was encouraged by the sustained and committed membership exhibited at morning monthly meetings and in activities. Another question from the floor centered on whether there would be a document providing a list of the benefits MBA would offer to members once a membership fee was introduced. Rountree said that Craddock has agreed that one of her first responsibilities with MBA will be to develop a document highlighting the benefits of MBA.

Other Committee Reports:

Lunch and Learn: Steve Westenhofer

Save the Date Flyers are available at the front table. After the first successful Lunch and Learn, three more dates have now been reserved in cooperation with the REED Center: 1) [August 17th- Time Management](#), 2) [Sept 29 – eCommerce](#), and 3) a repeat of the first Lunch and Learn topic on [Nov. 10th-Customer Service](#). There will be more information on these seminars to follow in future meetings.

Membership: Roger Donaldson:

AT Runner: Chris Davis introduced himself and his company. The AT Runner is a daily motor coach service connecting Martin with Nashville and Memphis including the airports, Greyhound and Memphis Amtrak. The sleek modern coaches are equipped with free wireless Internet and satellite TV. For schedule and rate information visit www.atrunner.com or call 1-877-371-3377. Davis said they are a

twenty year old charter company who received a partial grant to provide public transportation to rural areas, and they have two lines running now. He said the coaches stop through Martin three times a day. Davis said the program has received huge responses, and that the route itself has been more successful than anticipated. He said there were approximately 480 passengers in May and June riding on the Memphis route. Davis said they started the project rather quietly to gauge their systems, but now are ready to embark upon a large advertising campaign to promote the service. Davis closed saying that AT Runner wants to help Martin while they grow their business. He told members that they were available to help set up promotions and trips designed to help bring people to Martin and to and from Nashville, so please let him know if there is something they could do. Website is: www.ATRunner.com, and they have a Facebook page. Their scheduled stop in Martin is at the Boling University on the UTM campus. He invited members to view the motor coaches for themselves, and added that a trip to the Memphis airport would be approximately \$40 or \$50 roundtrip and take about three hours. Brochures are available. Email at ridered@ancortrailways.com or call 615-860-6800 for more information.

Beulah Land Cowboy Church – Roger McPeak - Billed as "a Southern Baptist congregation with a cowboy attitude", the church is an old fashioned, patriotic and safe place to worship God, according to McPeak. For more information, contact McPeak at 819-4425 or 587-8300 or email at cowboychurch@frontiernet.net. The church is located at 993 Haygood Road in Martin.

NAPA Auto Parts – Steve and LaRee Brewer. Serving businesses in Martin for over 60 years, Napa offers a full line of automotive parts and accessories, automotive paint, welding supplies, small engine and lawn care parts, and Stihl Power Equipment. They also offer key duplicating services. Napa Auto Parts is located at 222 Main Street in Martin. Phone 587-2282 or email at napamartin@gmail.com for more information.

Final Announcements: Rountree

David Belote, executive director of the [TN Soybean Festival](#), will be here during our August meeting to talk about the Soybean Festival and its Impact on Martin Business Community.

Rountree urged members to pick up MBA directories for use in home and office. Additional inserts are available every few months, so look for these to add to your booklets. Contact Carol Guest at Rountree Business Equipment if you need inserts printed for you at 588-0383.

Rountree thanked Alan Cary of Cary Insurance again for the delicious breakfast and announced our next meeting will be Tuesday, August 10, 2010 at 7:30 in the City Courtroom downtown. She adjourned the meeting at 8:40 a.m.

40 members were in attendance.
Respectfully submitted July 13, 2010 by Leslie Haywood-Moore, Secretary.