



FBA Meeting Minutes
February 2, 2023, 8:30a.m.
Wiley's Grill and Zoom

Members present: Tonya Byrd-Neeley (Wired: The Design Boutique, LLC); Dr. Brie Coleman (The Mobile Mommy, PT, LLC); Lashawnda DeBose (Ruby Ella Sweets); Kristi Dinkins (Product Freak); Qiana Jackson-Curtis (Bank Financial); Sheri Klein (Wiley's Grill); Sue & Larry Kluger (Kluger Furs); Maureen Mader (Dunning's Gourmet Market & Deli); Marcellus Marsh (Bionic Content); Deborah Okleshen (Baird & Warner); Paje Schantz (PA Skin); Alison Turner (Alison Turner Nails)

Guests: Stephanie Wright (Village of Flossmoor)

Agenda:

Village of Flossmoor event calendar 2023

- Black History Month-recognizing achievements and contributions from members of our community. STEM projects working with schools
- **March 4th** St. Patrick's Parade, Line up at Flossmoor Community Church at 12:30. Parade begins at 1:00. Both the FFD and FPD participating.
- **April 1** New Resident Welcome Event. Flossmoor Library. Last year the FBA did raffle baskets; Taste of Flossmoor provided by restaurants. School officials attend.
- **April 8** Southland Community clean up. The Green Committee and volunteers clean up trash. Area TBD
- **April 22** Annual Baseball/Softball Parade 9:30. Sterling Road-Homerun Row,
- **April 29** Green Committee Annual Spring Tree Planting Day. 300 trees planted throughout the Village; 50 at the end of April.
- **June ?** Bike the Gem – Bike Riders are led by the FPD through the entire 13 mile Hidden Gem Half Marathon course the runners will use in September.
- **June ?** Pride Parade will be hosted by Homewood and Flossmoor together at Irwin Park. Programing TBD.

FBA status update

- Bank Account is up and running. Currently balance is \$1,904.72. Please send in your dues if you haven't already.
- FBA structure: Currently working with an accountant who will file 2022 taxes and a 501 (c) (3) in March.
- Officers: President: Maureen Mader (Dunning's Gourmet Market & Deli); Treasurer: Tonya Byrd-Neeley (Wired: The Design Boutique);

- Secretary: Dr. Brie Coleman (The Mobile Mommy PT)
- Committees:
- Marketing: Marcellus Marsh (Bionic Content); Shawanda DeBose (Ruby Ella Sweets) Sue Kluger (Kluger Furs); Morgan Sullens (Gypsy Fix)
Events: Deborah O’Kleshen (Baird & Warner); Social Media: Kristi Dinkins (Product Freak); Website: Dr. Brie Coleman (The Mobile Mommy PT); Sue Kluger (Kluger Furs)
Membership: Sheri Klein (Wiley’s Grill); Alison Turner (Alison Turner Nail Salon)

Marketing Committee Report

- Campaign Ideas: Promote Flossmoor. Shop the Suburbs. (See Attached Graphic) Can be changed seasonally to highlight specific promotions; use on social media, shirts, bags, newspapers, magazines. What about the train platforms and/or a banner at the Flossmoor baseball fields?
- Participate collectively in National Retail Holidays (see attached calendar)
- Consider Sponsorships at events where people from outside the community attend: IPO Chamber Night, BMW Golf Outing in August at Olympia Fields Country Club
- “Like” and “Share” each other’s social media posts. Create a list of hashtags we can all use.
- Approach the Village to produce a map of all Flossmoor businesses and landmarks to distribute to all our customers.
- Collective Outdoor summer FBA events in Flossmoor Commons? Spring Fling Sidewalk Sale? Car Show inviting dealerships to bring a vehicle over & local residents to participate and show off their “toys”; along with food and wine? Taste of Flossmoor with restaurants? Larry Kluger will reach out to management.
- “Rally the Community.” Local businesses gather in 1 location. Let’s discuss further.

Miscellaneous

- FBA Monthly Mixer each month hosted by a member
1st Mixer:
Thursday, February 9th Hosted by Shari at Wiley’s Grill 5:30 to 7:30
- Chicago Southland Chamber of Commerce Annual Recognition & Board Installation **February 23 at Idlewild Country Club**. Welcome Bonita Parker of ComED as the 2023 Chairperson.
[For More Information](#)

Attachments

2023 Calendar
Campaign Ideas



2023 Calendars

Consumers want the best price on necessities and splurges therefore the seasonal retail sales dates 2023, can influence buying decisions and give consumers another to visit Flossmoor - To Shop & Dine.

National and Flossmoor Events for 2023. Dates in red recommended for collective FBA promotion.

NATIONAL RETAIL HOLIDAYS

- New Year's Day
- Martin Luther King Jr. Day
- **Valentines Day**
- Presidents Day
- **St. Patrick's Day**
- Easter
- **Mother's Day**
- Memorial Day
- **Father's Day**
- **Fourth of July**
- Amazon Prime Day
- Tax-free weekends (Back To School)
- Labor Day
- **Halloween**
- Black Friday
- **Small Business Saturday**
- Cyber Monday
- **Super Saturday - Last Before Christmas**
- New Year's Eve

FLOSSMOOR EVENTS

St. Patrick's Parade
March

New Residents Event
April

Service League Housewalk
May

Hidden Gem Bike
June ???

June teenth Event & Parade
June 17 & 19

Mid Century Modern Rally
June 24

Pride TBD

Independence Day Bike Parade
July 4

Chef's Battle at Dunning's
July 8

Chamber Night
July 20

National Night Out
August 1

Back to School Night
Mid-August

Hidden Gem Half & Floss-Fest
September 9

Hispanic Heritage Month

Mariachi
October ???

Holiday kickoff / Tree Lighting
November 25

Small Business Saturday
November 25

A cross-channel campaign to promote Flossmoor Business begins with a simple statement. The campaign can evolve over time, but the message should be consistent and reinforced locally and beyond our borders.

SAMPLE CAMPAIGNS / AD GRAPHICS

