

# Flossmoor Business Association Meeting Minutes (Summary)



FLOSSMOOR  
Welcoming. Beautiful. Connected.

**Date:** October 5, 2023

**Meeting Open:** 8:36 am CST

## Updates:

Treasury Report

- No report this meeting

Committee volunteers needed

- Flossmoor Fest
- Small Business Saturday
- Holiday Open House
- Social Media (Brie)
- FBA updates / maps
- Website (Sue)

Looking for each member to serve as either a committee head or a committee member. Please email [DrBrieTMMPT@gmail.com](mailto:DrBrieTMMPT@gmail.com) with your choice.

FBA Networking Opportunity:

- FBA & Southland Chamber of Commerce Meet and Greet
  - The Pelvic Gem
  - 19730 Governors Hwy Suite 2 Flossmoor, IL 60422
  - October 18, 2023
  - 5p - 7p

Holiday Windows Competition

- be ready to unveil your windows for voting on Small Business Saturday
  - Need to finalize how ppl will be voting

## Action Items:

- Pre-order your FBA shirt size
- Select and communicate your elected committee and committee position to [DrBrieTMMPT@gmail.com](mailto:DrBrieTMMPT@gmail.com)
- Create Eventbrites for the BARK-o-treat and SBS party

**Attendees:** (if you are not on this list but attended please contact Secretary Brie Coleman @ [drbrietmmpt@gmail.com](mailto:drbrietmmpt@gmail.com))

In Person:

- Brie
- Marcellus
- Kristi
- Debbie
- Stephanie
- Sue
- Larry
- Morgan
- Quiana

Virtual:

- No virtual option

New:

- None to announce

## Upcoming Marketing Opportunities:

Dog Parade (FBA Sponsored Event) - October 28 3-4pm

- Looking for basket items for the winner
- Need one more volunteer to be a judge
- Will be handing out 150 poop bag holders with 10 bags
  - \$1.42/unit with a \$40 set up fee
- Will create an Eventbrite
  - Please share Eventbrite and promote event!

Small Business Saturday/Tree Lighting in Flossmoor Park - Nov 25

- DJ in the windows on Sterling
- Start directly after tree lighting to capture folks already out
- Think about offering small bites/hot chocolate
- Create Eventbrite
  - Need to aggressively promote

Holiday Open Houses December 10 (12p-5p)

- For both downtown and Flossmoor Commons

FBA Holiday cards

- start selling at pet parade through the holidays
- 4 cards for \$20

Social Media Campaign: FBA Social Media takeover

- Each business will be assigned a specific week to be highlighted on our social media platforms
- GOAL:
  - Increase our online presence/awareness
  - Educate our community about our business offerings
  - Increase foot traffic / sales
  - Improve our online following as a trusted source for local information

## Final Announcements:

- Meetings will no longer be offered via ZOOM. Please plan to attend in person for future monthly meetings.
- Next meeting November 2, 2023 at 8:30am at Dunning's. (every first Thursday of the month)

**Meeting Close:** 9:28 am CST

# Flossmoor Business Association Meeting Minutes (Detailed)



October 5, 2023 FBA Meeting minutes:

Meeting open: 8:36am

Attendees:

Brie  
Kristie  
Debbie  
Stephanie  
Marcellus  
Sue  
Larry  
Morgan  
Quiana

BARK-o-treat Parade: Saturday October 28, 2023

Giveaway:

- 150 poop bag dispensers with 10 bags
- \$1.42/each with \$40 set up fee
- Will create an Eventbrite

Confirm with Maureen about

- Humaine Society collaboration
- FBA Facebook page for event shares with the district
- Prizes from the FBA and village for the winners of the costume party

Social Media transfer:

- create a FBA member for a new FBA facebook/IG account that the FBA owns

Business After Hours Event: October 18, 2023 At 5p-7p at The Pelvic Gem 19730 Governors Hwy. Suite 2, Flossmoor, IL. 60422

- beer and wine
- Food
- Networking and Prizes from the Flossmoor Chamber

Small Business Saturday & Holiday Open House: November 25, 2023

- Party in the windows after the tree lighting
- DJ (Phil? - Mayor Michelle? - Jarell (new police chief))
- Easy foods for the kids, hot chocolate
- AGGRESSIVELY PROMOTE IT!
  - HF Chronical (additional shared coat from members - members who participate will be listed as a participating business in sponsoring the ad)
    - Print vs Digital
  - EventBrite

Hispanic Heritage Month Celebration: October 11, 2023 5 -7p

- kids craft at 5pm
- 6-7pm performance by Cielito Lindo
- In Flossmoor Park

Treasury Report - Deferred til next meeting

Social Media/Website:

- have hired a website designer
  - Members only page for all FBA members to find all things about FBA including a directory, meeting minutes, monthly business highlights, calendar for events
  - All members need to get information to Sue by the 15th of every month for updates on the website

IDEAS for increased foot traffic:

- social media shares
- Quiana suggested a business highlight table to highlight at the bank (Bank Financial Flossmoor)

Quiana

- suggested a giveaway or free item as a way to bring more folks out

Holiday windows competition: unveiling on Small Business Saturday

Witches Night Out suggested for next year