



Minutes from meeting on Feb. 4, 2020 at Bacall's Cafe

Prepared by: Aaron Fleming, Secretary

8 a.m.: Community News

- Leah Marie Kirsch welcome. Reviewed and approved Jan. meeting minutes and treasurer's report.
- Karen is collecting dues. We accept check or pay on the website.
- College Hill Gardeners update: succulent sale on Feb. 15 at College Hill Coffee. Karen Hartman presented Marty Russell with a 'thank you' plant for his past work as the Secretary. Karen also has a plant for Terry Owen, who was not present.
- CHCURC update: please register for the annual meeting. Sign up on the website and pay either in person or when you sign up. They clarified how you can join CHCURC. Facade improvement grant applications will be available beginning in March.

8:15 a.m.: Round Robin

- **Leah Marie Kirsch**, Huntington Bank: Need BA members
- **Mindy Nagle**, College Hill Pilates & Physical Therapy: referral is anyone who is injured. Also, she recently helped someone who had a lot of dizziness—which people don't realize that Physical Therapists can help with.
- **Karen Hartman**, CPA: tax preparation, small business accounting. Any new client should have their documents in order.
- **Jessica Roper**, general manager of Bacall's: have a special for Valentine's Day. She also needs reliable employees, over the age of 20—servers, busers, anyone.
- **Francie Martin**, Huntington Bank, Treasury Management: She will give pr
- **Debra Davis**, Regional Director of Minority Business at African American Chamber of Commerce: Work with small business orders to launch and grow. Radio show (Rise to Shine and The Resource Network) to promote and help their businesses. They want to launch financial literacy program in College Hill. They want to increase their footprint in College Hill. Referral: they need business owners or those who have an idea.
- **Brianne Brenneman and Seth Walsh**, CHCURC: Send them business owners who want to move to College Hill.
- **Marty**, Marty's Hops and Vines: Send people to their establishment. They are looking for an assistant cook.
- **Kate Weldishofer**, Marty's Hops and Vines: They don't respond to phone solicitations.
- **Leon Herbert**, 360 Pro: Need referral from brick and mortar businesses. Help set up Google My Business.
- **Jeremy Boerger**, Boerger Consulting: Need referrals for businesses with 100+ businesses.



College Hill Business Association

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- **Marty Rusell**, EXP Realty: Send anyone to him looking to buy or sell property. He also works with commercial sales.
- **Aaron Fleming**, College Hill Yoga: Send people to take a free class.

8:30 a.m.: Member Presentations

- **Leon Herbert**, 360 Pro: Google is a very big influencer when people are searching for a business, service or restaurant, etc. Reviews play a big part in someone's decision to go to a business. Leon will help improve your online presence. He creates a 360 photo view of your business and also set up your Google My Business account.
- **Jeremy Boerger**, Boerger Consulting: Works with 100+ person businesses to help them manage their software licensing. He can help the business save a lot of money by avoiding fines and hidden fees.

8:45 a.m.: Special Presentation on Cyber Fraud

- **Francie Martin**, Huntington Bank, Treasury Management: People can access your business information through all of your marketing. This is important and necessary but it also makes your vulnerable to cyber fraud. Avoid using checks because all of your account information is listed there. The safest way to avoid fraud is to put everything on a credit card, because your cash is not tied to the card. Spammers send fake emails asking for money to be sent to someone. Look closely at these emails and only send money after you have spoken to someone on the phone. Spammers can break into your email accounts and read your emails. They know who you are and will strategically target your employees, etc. Change your passwords OFTEN.