



Blossburg Visions in Business & Entertainment
Minutes of the Monthly Meeting
February 24, 2016

Location: 242 Coffee Company

Administration

- Minutes – Approved
- Treasurer's Report: VIBE Checking \$5031.73, United Fund \$5874.29.

Projects

- Community Garden – We're looking for a volunteer to take over management of the Community Garden for the upcoming season.
- Advertising - We're working on enhancing our regional based advertising of community interests. Article and ad submitted for the Route 15/Discover Pennsylvania magazine which comes out twice a year. If we want to do the same in the 2nd half of the year, we can.
 - Additional advertising possibilities:
 - West Branch publication. Once a year. 1 page w/ local ads
 - 2016 Pride and Progress Ad - 10"x10", ~\$400 purchased. The add is being designed.
 - Fall Pennysaver Guide - put out by the Penny Saver
 - Where & When (like a readers digest) - Advertise for Fall. Events listings are free.
- Branding - Need to change the V.I.B.E. logo since ours wouldn't be different enough from the new community logo. The group looked over a number of possibilities and selected a couple to work on.
 - When advertising, we want our ads, flyers, signs, and other communications, etc. to have a consistent image, tone, and message with consistent direction to get more information.
 - The new blossomvibe.com site is informational about V.I.B.E. It is not meant to replace existing town websites. Blossburg.org is the main site that we direct people to for Blossburg related information, promotion, and events.
 - We need a virtual phone number and voice mail for larger ad campaigns. We're in a situation where don't have one number that can be called to get details/a call back. An account with a virtual phone system would get us that ability. Josh to research and provide options.
- Google Apps - A new blossomvibe.com website has been setup to allow us to get a Google Apps for Non-Profits account. We'll hold a training session on March 5th from 3 to 4 at 242 Coffee Co. for those interested.
- Yard Sale - Starting advertising. The library will have tables for rent again for \$10.
- Mansfield Chamber of Commerce - V.I.B.E. signed up for a membership with the Mansfield Chamber of Commerce.
- The idea of a photo contest was brought up to help increase our stock photography stockpile.

News & Views: Deadline 5 pm, Saturdays – news@blossburg.org

Calendar and Community Sign: news@blossburg.org

The next meeting will be March 23rd, 6:30 pm at 242 Coffee Company.

PO Box 126 • Blossburg, PA 16912 - www.blossburgvibe.com

Blossburg V.I.B.E. (Visions in Business & Entertainment) is a 501(c)(3) nonprofit organization created to envision, plan and implement projects that will enhance the quality of life for those who live, work, play or attend school in Blossburg.

Josh Jones
Secretary
Blossburg Visions in Business and Entertainment
<http://www.blossburg.org/vibe>

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