

## Minutes from DeLeon Springs Community Association Meeting 3/8/11

Len Litwiniec opened the meeting at 10 am, with introductions around the circle. Minutes from previous meeting accepted.

Treasurer's report shows a balance of \$1313.19, with \$90 having been received for Vendors at our Bazaar. Some prior bank charges and check printing fees were debited. The bank has removed our checking account fee every month, and we have free checking up to 100 checks/month. Thank you Matt Cooksey!

Wachovia has changed our account name to reflect our new non-profit status as **DeLeon Springs Community Association, Inc.**

Cut and paste this link into your browser to see our non-profit status in the State of Florida:

[http://www.sunbiz.org/scripts/cordet.exe?action=DETFIL&inq\\_doc\\_number=N11000000929&inq\\_came\\_from=NAMFWD&cor\\_web\\_names\\_seq\\_number=0000&names\\_name\\_ind=N&names\\_cor\\_number=&names\\_name\\_seq=&names\\_name\\_ind=&names\\_comp\\_name=DELEONSPRINGSCOMMUNITY&names\\_filing\\_type=\)](http://www.sunbiz.org/scripts/cordet.exe?action=DETFIL&inq_doc_number=N11000000929&inq_came_from=NAMFWD&cor_web_names_seq_number=0000&names_name_ind=N&names_cor_number=&names_name_seq=&names_name_ind=&names_comp_name=DELEONSPRINGSCOMMUNITY&names_filing_type=))

Our guest speaker was Andrea Fiumano from Tinker Graphics who was accompanied by her boss, Shirley. Andrea explained a new marketing plan for our website to include individual pages for each business, which will each link back to our main website and to the business' website. She urged each member to think of all the ways they could describe the businesses and services they offer so that the content will be picked up by Google. She will help us get it set up for \$225 for 6-8 hours of time. She also urged us to get on Facebook ourselves and link to our website through that. We still own our two domain names and it was agreed that we would keep both of them to prevent someone from misusing our old name. We also have an option to add \$25/month for additional marketing services in addition to the \$9.95 we pay now/month, but the group wants to wait and see on that additional expense.

After Andrea left, the group discussed the website proposal, and decided to go with one \$225 commitment now to get individual pages set up. Steve Hirsh is very familiar with Google Ad Words and he will set up this for our group for \$10/month as he has done with his business. EVERYONE needs to contact Steve with info on their individual business as instructed in his email I forwarded to everyone yesterday if they want to drive traffic to their website!! Let him know if you have any questions, his email is [steven@woodenboathouse.com](mailto:steven@woodenboathouse.com). All info for Tinker will continue to go through Laura at this time. Our webpage will only be as good as our individual efforts to make our content complete and interesting!!!

Community Appearance: Bob & Sandy were commissioned to try putting the Ponce cut-out at the entrance sign to see if it is big enough to make an impact. if it is, the group would like to have one at each entrance sign. The group wants to pay Sandy and Bob for materials if they will submit a receipt.

Non-profits in town will qualify for free "partnerships" with our group. This will prevent us from having to pay dues to each of them and each of them paying dues to us. These groups must have a EIN that designated non-profit status. Any paid dues will be returned to non-profits. We would like each of them to have a link to our webpage on their site and we will do the same for them.

Utility task force continues to make progress with signature collection and a donated feasibility study. School board and state are in limbo with budget issues at this point.

Bazaar update-Bazaar planning meeting was held at 9 AM. Jan Nunn is in charge of publicity 985-5345. She did a great job researching various publications and free advertising. Beacon insert and Pennysaver look like good options. The group voted to use a sign that was designed by Bob Brooks with some tweaking. We have about 20 vendors but we need more. Everyone urged to pay their \$15 vendor fee as soon as possible. Dick Schuler offered to pay for temporary road signs for bazaar. Don will get porta-potties. Laura will get prizes for games. Bank will provide balloons. Garden club will bring plants. Nonprofits will get free booths. Pitmaster will do drinks and BBQ and hot dogs. Coffee for AM?

**Bazaar planning meeting-Tuesday, March 22, 9 am**

**April Meeting-Tuesday, April 12 9 am coffee, 10 am business**

What did I forget?!  
Respectfully submitted,  
Laura Strawn