

**DeLeon Springs Merchants & Friends Association  
Minutes, November 9, 2010**

Our meeting was called to order at 10 am by Len Litwineic. The following people were in attendance: Rose & Len Litwineic, Tammy Schuler, Laura Strawn, Don Malmborg, Amy Munizzi, Jim McRae, Andy Natal, Carmen Grados, Pablo Prah, Manny DeLaVega, Steve Hirsh, Kathy Boyles, Lorraine Sullivan, Ron Ripard, Wayne Smith.

Introductions were made around the circle. Welcome first time visitor Ron Ripard who lives in DeLeon Springs. The minutes from the October meeting were read, Don moved and Amy seconded that they be approved. Tammy passed out the Treasurer's Report. We have a balance of \$350.01.

Our guest speakers were Manny DeLaVega from DeLaVega Restaurant & Galeria in downtown DeLand and his friend Pablo Prah, a marketing professional formerly of the Hispanic Chamber of Commerce. They offered some insights into how our group can be more successful in recruiting Hispanic business owners. They feel that some cultural differences have hindered our progress, for example that Hispanic cultures tend to be less direct in business. That is, they develop a relationship first and that everyone in their community knows everyone else. Once you are accepted by the community, especially the leaders of the community, then you can succeed. Also, a direct approach can engender mistrust and even Hispanic marketing is less direct. Even the wording of advertising is different so direct translations are sometimes counterproductive. We had an informative discussion for about half an hour, and these gentlemen, along with Carmen Grados from the Spanish Beacon Newspaper (El Faro) will work with us in marketing ourselves to Hispanic businesses, for the benefit of all members of DeLeon Springs.

**Committee Reports-**

Website-need to fix joining link and email link, Laura will talk to Tinker. Can we translate into Spanish?

Community Appearance-Sandy Ford's letter to the DeLand Beacon brought us some visitors, one of which was Lorraine Sullivan, of the garden club, who is willing to help us with waterwise plant ideas and installation. She cautions that landscaping is all about maintenance! Kathy Boyles suggested that just trimming the sidewalks would help a lot.

Membership-We have a new member, E.O. Painter Printing.

River of Lakes-Grant funding is being deposited this week, not sure how it will be spent.

Projects-Decided to have a **Community Fair Saturday February 12, 2011** including Yard Sale, Farmer's Market, Games, Health Dept resources. Time to plan for a Christmas Tree in December and Santa's visit.

Utility Task Force-Amy reported on the meeting, next meeting will include businesses south of Davis to 15-A on Hwy 17.

**Next planning meeting November 30, 10 am this location - Christmas tree event and Community Fair Planning.**

**Next Regular Meeting-Coffee & Conversation 9 am, Business 10 am-----DECEMBER 14, 2010.**

Respectfully submitted,

Laura Strawn

Secretary

DeLeon Springs Merchants Association