

Meeting of Area Businesses

Thursday, March 19, 2009

6:00-7:00 p.m.

Executive Inn & Suites, 333 W Drachman St

AGENDA

6:00 pm Sign-in & Registration

6:10 pm Welcome & Introductions (*Erik Nielsen*)

6:20 pm Introduction of Gateway Business Alliance Steering Committee (*Erik Nielsen*)

6:25 pm Outline of Priorities and Tasks (*Doug Wahl*)

6:40 pm Update on the Historic Tour (*Jenn Burdick*)

7:00 pm Close (*Erik Nielsen*)

Social Networking

Don't forget to bring your business cards or information for the networking table

UPCOMING EVENTS

- 2ND ANNUAL HISTORIC OPEN HOUSE AND TOUR (MAY 9, 2009)
- GATEWAY BUSINESS ALLIANCE ROLL-OUT MIXER (TBA)

the GATEWAY BUSINESS ALLIANCE

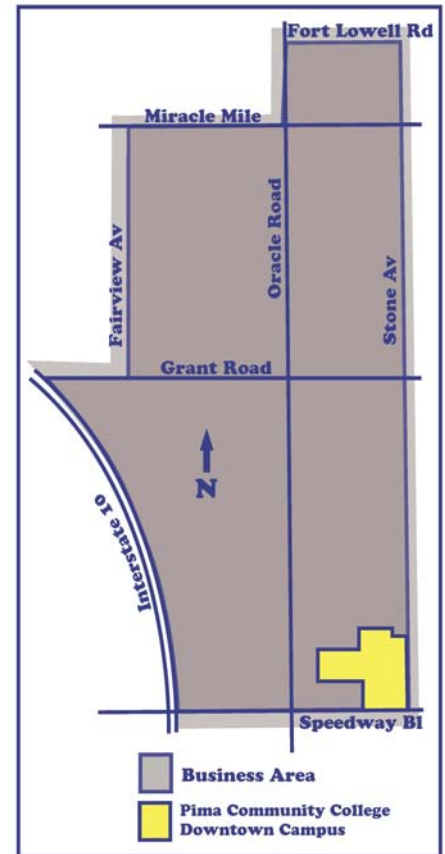
Vision Statement:

The vision of the Gateway Business Alliance is to be a positive all-inclusive force in generating a healthy, viable, prosperous and safe business and community environment in the greater Tucson area.

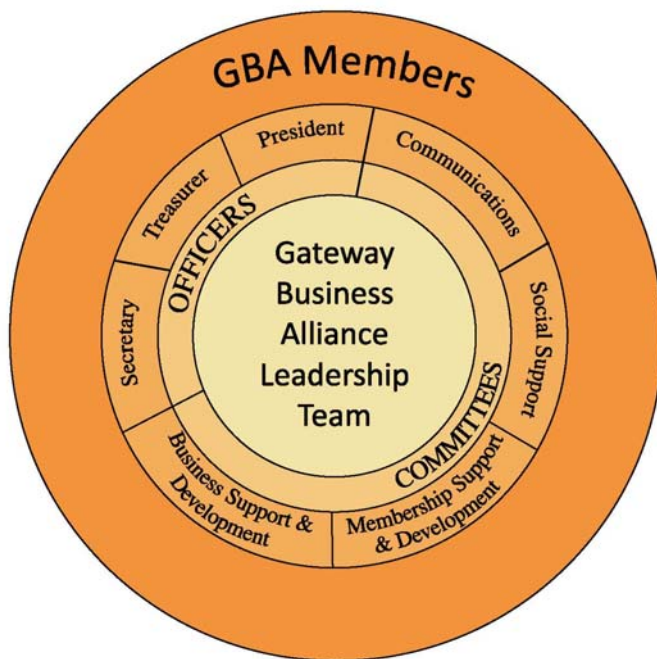
Mission Statement:

The mission of the Gateway Business Alliance is to work together to be thriving businesses that are socially and environmentally responsible. We will accomplish this by:

- Providing a powerful communication and educational network for our businesses
- Providing opportunities for business-to-business networking, collaboration and exchange
- Ensuring a positive identity for our businesses and community
- Supporting social events that bring the community together
- Working with and serving as a resource for government, other organizations, and neighborhoods in representing business and community interests
- Acting as a powerful conduit for resolution of business issues



GBA Boundaries



Organization & Membership

The Gateway Business Alliance Leadership Team provides the strategic direction for the Alliance. The Leadership Team is made up of the Officers – President, Secretary, Treasurer – and the Chairs of the four committees: Business Support & Development, Membership Support & Development, Social Support and Communications. Ex-officio members provide guidance to the Leadership Team on legal and financial issues.

GBA members forward the organization’s mission by joining the committees. Membership is open to representatives of businesses, agencies, institutions and neighborhood associations throughout Tucson; however, voting privileges are reserved for member businesses located within the Gateway Business Alliance boundaries.

For more information, please see the Leadership Team Contact List or visit www.tucsonaz.gov/planning/oarp and click on “Gateway Business Alliance”.

Gateway Business Alliance

Leadership Team Contact List

Officers			
President	Erik Nielsen	520-791-7551 de_nielsen@msn.com	Executive Inn & Suites 333 W. Drachman St. Tucson, AZ 85705 www.executiveinntucson.com
Secretary	Scott Polston	520-544-0529 ext 105 scott@garmentgraphics.net	Garment Graphics 220 W. Ft. Lowell Rd Tucson, AZ 85705 www.garmentgraphics.net
Treasurer	Bob Wright	520-624-1333 robw916@aol.com	Living Interiors 311 Sahuaro St. PO Box 42453 Tucson, AZ 85743 www.livinginteriortucson.com

Committee Chairs			
Business Support & Development	Doug Wahl, Co-chair	520-908-0297 dwahl@janzenwahl.com	The Janzen Wahl Group 548 W Lester St. Tucson, AZ 85705 www.janzenwahl.com
	Joe Higgins, Co-chair	520-320-1001 520-320-9377 fax 520-631-7400 cell joe@joehigginsinc.com	Joe Higgins Inc. 1520 N. 15th Tucson, AZ 85705 www.joehigginsinc.com
Communications	Dick DeNezza	520-740-0100 415-516-9826 cell rpdenezza@sbcglobal.net	College Place 1601 N Oracle Rd Tucson, AZ 85705 www.collegeplacetucson.com
Membership Support & Development	Robin Lamont	520-624-4535 520-235-2380 cell robin@robinsnestintucson.com	Robin's Nest Antiques 3100 N Stone Ave #124 Tucson, AZ 85705 www.robinsnestintucson.com
Social Support	Kimberly Underwood	520-624-1192 kimberlylasiesta@gmail.com	La Siesta Motel 1602 N. Oracle Rd Tucson, AZ 85705 www.lasiestatuson.com

GATEWAY BUSINESS ALLIANCE (GBA)

PROPOSED COMMITTEE & LEADERSHIP ROLES

BUSINESS SUPPORT & DEVELOPMENT

- Identify issues businesses have
- Support businesses with educational programs
 - a. Available sources
 - b. Contacts
- Provides a source of news and information dissemination
 - a. Produce a monthly newsletter
 - b. Periodic speakers at meetings
- Promotes meetings and activities
- Encourage businesses to share experiences, problems and issues
 - a. Liaison for business needs, and concerns with third party partners
- Host networking events, business seminars and educational events that focus on business interest
- Develop GBA Meeting Agendas that will foster networking, collaboration and exchange
- Schedule ribbon cutting events
- Promote area businesses
- Be a sounding board for individual businesses
- Support businesses cutting through "red tape," e.g. permitting process
- Work with the area planning to publish opportunities for development
- Work with Ward III and other City Departments over business issues such as signage and neighborhood code and clean up problems.

MEMBERSHIP SUPPORT & DEVELOPMENT

- Maintain database of all interested parties (members and others)
- Create and maintain calendar of events, meetings, etc.
- Discounts offered to other GBA Members
- Promote Alliance and encourage membership
- Provide list of services, companies, and contacts of all businesses in area
- Encourage businesses to do business with each other (e.g. provide discounts to local businesses)
- Create ambassadors group to visit area businesses to recruit members

COMMUNICATIONS

- Establish website to provide information about the Alliance
 - a. Who we are
 - b. Organizational structure
 - c. Fees
 - d. List of members and links to their businesses
 - e. Benefits of joining Alliance
 - f. Mission statement
 - g. What the Alliance is NOT
- Formally communicate with all businesses in Alliance area
- Work on changing the media's & public's negative perception of the area through
 - a. Inform media of Alliance's activities e.g. events, parades, social events etc.
 - b. Investments (by companies, City etc.)
 - c. Inform the media & public about the Gateway Business Alliance (GBA)
- Promotes the improvement in area image by focusing on worthy people and positive activities.
- Create a form to facilitate communication of business issues

SOCIAL SUPPORT

- Create liaison committee to area neighborhood associations
- Prepare and send out press releases
- Create a community service committee to pursue charitable events.
- Establish contact with Neighborhood Associations
- Assist with neighborhood association events
- Use social activities to promote the GBA and the area
- Plan and schedule social events
 - a. Hold a street fair on Drachman and close the street between Oracle and Stone
 - b. Participate in the yearly historical tour.
- Reaches out to all area schools to support classroom needs/teachers/school events.

ALLIANCE LEADERSHIP TEAM

- Maintain good relations with Ward III, the City etc.
- Prioritize and work on implementations of key OARP recommendations
- Push the City to stabilize and beautify the area
- Schedule [regular] meetings with city officials to communicate issues
 - a. Ward III
- Facilitate meetings
- Develop bylaws

OFFICER ROLES

- PRESIDENT**
- Sets Leadership Team and member meeting agendas
 - Spokesperson for the GBA
- SECRETARY**
- Takes notes/keeps records of actions and discussions at meetings
- TREASURER**
- Keeps track of all incoming and outgoing revenues.
 - Establish budgets for all activities.
 - Produces accounting statements.
 - Writes checks and provides accurate accounting.

Gateway Business Alliance - Short Term Strategy and Priority Tasks (3/19/2009)

