**West Liberty Business Association Think Tank Notes**

March 11, 2019 – Facilitated by Tina Knotts

**AGENDA**

1. Who are we?
2. S.W.O.T Analysis
3. Talents in the Group
4. Priorities/Homework
5. Timelines
6. Pie in the Sky!

**WHO ARE WE?**

**STRENGTHS**

* Creativity/talent
* Small town
* Close
* Destination
* Faith/churches
* Friendly – compassion
* **Attractions**
* Longevity – over 50 years
* **Main Highway – connectivity – convenience**
* Schools – youth sports
* Nostalgic/ old fashioned
* Clean & attractive
* Pride
* Hospitality
* Leadership
* $Budget is good
* Reputation

**WEAKNESSES**

* Traffic noise
* Parking
* **Business hours not the same**
* **Communication – Follow through within the association**
* **Lack of planning – last minute**
* Volunteers needed
* Marketing within the association
* Closed minds/Conservative

**OPPORTUNITIES**

* **Signage – Wayfinding signs**
* By Laws – Mission Statement
* Empty Store Front – New business
* Community Involvement
* Location Proximity
* **Small Town Charm (brand)**
* **68 Corridor – Collaboration Marketing (Bellefontaine-West Liberty-Urbana-Springfield-Yellow Springs)**
* Bus Tours – Free Stuff
* Experiences
* **Unified hours**
* Develop Committees
* Form Partnerships – Shop Bellefontaine/West Liberty

**THREATS**

* First Impression
* Competition – Bellefontaine & Urbana
* Small Town
* Limited store fronts
* Amazon – online shopping

**TALENTS**

* **Promotion**
* **Networking**
* **Member – Logan & Champaign Chambers**
* Marketing
* Design
* Organization
* Retail Experience
* Time/part of the job
* Analytical
* Signage
* Connection Village
* **Writing Skills**
* Communication
* Event planning
* Degree Hospitality Tourism
* Customer Service
* Friendliness
* Knowledge Clients
* Woodworking

**PRIORITIES / HOMEWORK**

* Business Association Communication (internal)
* By Laws – Establish officers terms
* Unified Hours
* New Business Packet
* Establish a Calendar of Events
* Signage
	+ One word signs like “village”
	+ Consistency – uniform
	+ Simple – clean – quaint
	+ Corner signs – way finding – using local businesses
* Marketing
* Develop a brand – small town charm
* Tagline
* Calendar of Events
* Website & brochures
* Where are customers coming from & market to those areas
* Communication
* Internal first
* Survey business hours
* Collect contact info
* How can we help as an Association?
* Annual Calendar of Events
* Increase WLBA membership
* Chamber Benefits
* Block Captain

**TIMELINES**

1. Spring Fling – March 27-April 3

 What is your promotion? Egg Discounts & Refreshments

2. April – Annual dinner

3. Garage Sale Day

4. Officers – By Laws

5. Calendar of Events

**PIE IN THE SKY – Key areas to capitalize**

1. **Communication – both internal & external**
2. **Unified Hours**
3. **Signage**
4. **Main Highway/Attractions/ 68 Corridor**
5. **Small Town Charm**
6. **Marketing – What is your Brand**